Women's voices in tourism research

Women's voices in tourism research

Contributions to knowledge and letters to future generations

ANTONIA CORREIA AND SARA DOLNICAR

THE UNIVERSITY OF QUEENSLAND

Contents

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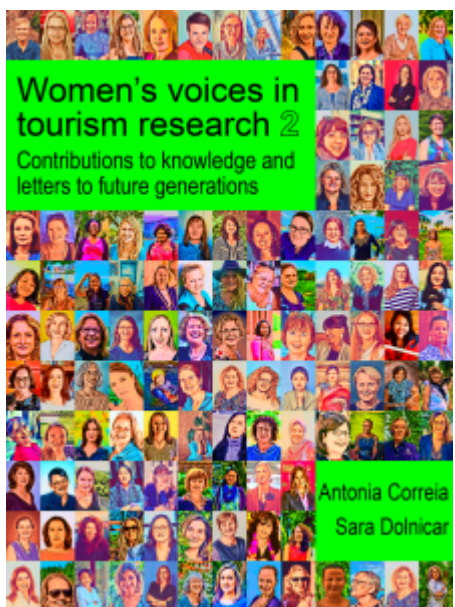
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Acknowledgement of Country

We gratefully acknowledge the Traditional Owners and their custodianship of the lands on which this project originated, this country known as Australia, where Aboriginal people have lived and practiced their culture for many thousands of years. We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country. We recognise their valuable contributions to Australian and global society.

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Foreword

A while ago Antonia Correia came up with the idea to publish a book containing tourism research created by women. As we started inviting women to contribute, we were surprised by the enthusiasm for the project and by the many amazing women tourism researchers who agreed to contribute. The initial vision was to showcase the contributions women have made to the field of tourism research. As contributors shared with us their own thoughts about the project – about the wording of the title, about the content, about the desire to offer guidance to the next generation of women in tourism research – the final concept emerged: each contributor would have the opportunity to present what they believe are their key contributions to tourism knowledge or methodology as well as – in a separate section – observations they have made throughout their career that may be useful to early career researchers. These observations are presented in a letter to future generations of women tourism researchers.

Four guiding principles underpin this collaborative project:

- First, under no circumstances should this book be interpreted as an act of disrespect or hostility towards our wonderful colleagues who are men. Men tourism researchers have made huge contributions to tourism knowledge. We acknowledge these contributions and are grateful for them. Men tourism researchers have also been amazing mentors to many of us. This book does not seek to devalue any of that, but rather to shine the spotlight on knowledge created by women tourism researchers and to make accessible to the next generation the reflections of these women on their professional careers.

- Second, we wanted women who agreed to co-create this book with us to have the freedom to express their contributions to knowledge in whichever way they wanted. In today's academic environment researchers are extremely limited in what they investigate, how they investigate it, and how they present it to be acknowledged as a legitimate contribution by their employers. Many of these limitations do not incentivise the most exciting research, and they certainly are not conducive to presenting work in the most interesting and accessible way. This book project lifts those limitations, giving contributors the freedom to choose the presentation format: they could write a traditional paper, a long paper, a short communication, or they could record a video, write a poem, create a collage, or draw their contributions.

- Third, many contributors felt strongly that we should leverage access to all those amazing women scholars to create a resource for early career researchers. We had in mind women early career researchers, but we hope that men entering a career in tourism research may also find some of the content informative. The way we implemented this "collective mentoring" dimension of the book was to invite each contributor to write a letter to the women tourism researchers of the future. The resulting letters are a true joy to read – they represent a kaleidoscope of experiences women have had during their professional lives as tourism researchers and a wealth of useful observations and advice for the next generation.

- Fourth, this version of the book is only the beginning. *Women's voices in tourism research* is an inclusive initiative. Every woman who contributes knowledge in tourism is welcome to publish their contribution and their letter in the book. We will update the book on a continuous basis.

It has truly been a privilege to co-create this book with the many amazing women who have contributed to knowledge in tourism. Many reported enjoying the opportunity to take a little bit of time and reflect on their contributions and their career. Many also expressed being inspired by the letters other women wrote. We most certainly were. We were amazed by both the common threads and the very distinct experiences,

perspectives and interpretations expressed in the letters. Although we have never personally met many of the women who contributed to this book, we feel we known them so very well now, and it has truly been a pleasure to "meet" them.

We hope that you will enjoy reading this book as much as we enjoyed creating it.

Antonia Correia & Sara Dolnicar

Contributions by research field

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[TOURISM, KNOWLEDGE AND TOURISM KNOWLEDGE](#)
Kajsa G Åberg

[A TOURISM RESEARCH JOURNEY: FROM HEAD TO HEART](#)
Pauline J. Sheldon

[THE LONGEVITY AND ALIGNMENT OF A TOURISM FACT](#)
Christine Vogt

[ADVENTURES AND MISADVENTURES OF A RESEARCHER](#)
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[HERETICAL THINKING IN TOURISM](#)
Freya Higgins-Desbiolles

[MAKING TOURISM EDUCATION AND RESEARCH POSSIBLE](#)
Catalina Juaneda

[SITUATING TOURISM](#)
Heather Mair

[CRITICAL TOURISM KNOWLEDGE](#)
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[CROSS-CULTURAL TOURISM STUDIES: REFLECTIONS ON MISTAKES MADE IN QUALITATIVE RESEARCH](#)
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[DATA-DRIVEN MARKET SEGMENTATION ANALYSIS](#)
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[CONVERGENT PARALLEL MIXED METHODS IN TOURISM RESEARCH](#)
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[TOURISM SOCIAL ENTREPRENEURS AND THEIR ROLE IN ACTIVATING THE SDGS](#)
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[LIFESTYLE ENTERPRISING IN TOURISM AND HOSPITALITY](#)
Erika Andersson Cederholm

[TOURISM INNOVATION](#)
Isabel Rodriguez

[INNOVATION IN TOURISM DESTINATIONS](#)
Birgit Pikkemaat

[TERRITORIAL INNOVATION IN TOURISM](#)
Filipa Brandão

TOURISM ECONOMICS, MANAGEMENT AND MARKETING

[TOURISM ECONOMICS](#)
Aliza Fleischer

[TOURISM DESTINATION IMAGE](#)
Statia Elliot

[INTERNAL BRANDING FOR TOURISM DESTINATIONS](#)
Ilenia Bregoli

[REFLECTIONS ON PLACE, IDENTITY AND TOURISM RESEARCH (AND FINDING ONE'S PLACE IN THE WORLD)](#)
Suzanne de la Barre

[SERVICE CANNIBALIZATION IN TOURISM](#)
Estrella Díaz Sánchez

[BRANDING IN TOURISM ATTRIBUTES](#)
Bintang Handayani

[ISLAND(ER) TOURISM PERSPECTIVES](#)
Teresa Borges-Tiago

[FILM-INDUCED TOURISM](#)
Contributions by Anna Irimiás

[CULTURE IS STILL TOURISM'S BEST FRIEND](#)

Contributions by Claude Origet du Cluzeau

COMMUNITIES AND POLICY

[SOCIAL TOURISM](#)
Anya Diekmann

SOCIOLOGY OF TOURISM AND MIGRATION
Raquel Huete

POLICIES SHAPING TOURISM
Marion Joppe

DESTINATION DEVELOPMENT AND IMPACTS OF TOURISM
Lan Xue

COMMUNITY DEVELOPMENT AND REPRESENTATIONAL POLITICS
Christine N. Buzinde

TOURISM AND (RE)PRESENTATION: BEYOND COLONIALISM
Donna Chambers

TOURIST PARTICIPATION IN THE SOCIAL MEMORY OF THE GREAT WAR
Caroline Winter

SOCIO-CULTURAL DISCOURSES IN TOURISM
Alexandra Witte

ETHNOGRAPHIES OF TOURISM IN THE GLOBAL SOUTH
Carla Guerrón Montero

MULTISPECIES INTERACTIONS
Kate Dashper

RACIAL AND SOCIAL JUSTICE THROUGH THE BLACK TRAVEL MOVEMENT
Alana Dillette with Stefanie Benjamin

TOURISM WORK AND EMPLOYMENT
Adele Ladkin

THE DEVELOPMENT AND GOVERNANCE OF URBAN DESTINATIONS
Bernadett Papp

GENDER STUDIES
Helena Reis

TOWARDS WELCOME: FOREGROUNDING VOICES AND GIVING VISIBILITY TO THE MARGINALISED IN TOURISM WORKPLACES AND BEYOND
Agnieszka Rydzik

VOLUNTEERS AND TOURISM
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VOLUNTEER TOURISM / VOLUNTOURISM
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A JOINT EFFORT TO ACHIEVE BETTER RESEARCH METHODS FOR RESPONSIBLE TOURISM
Yael Ram

NON-HUMAN AGENCY IN TOURISM
Carina Ren

PEACE, CONFLICT, TOURISM AND OTHER THINGS IN BETWEEN
Anna Farmaki

SOCIAL MEDIA AND TECHNOLOGY

TOURIST BEHAVIOUR

PART I
CONTRIBUTIONS TO TOURISM KNOWLEDGE

1. TOURISM, KNOWLEDGE AND TOURISM KNOWLEDGE - Contributions by Kajsa G Åberg

ÅBERG, K. G. (2020). REGIONAL TOURISM ORGANIZATIONS FROM MANAGEMENT TO MARKETING TO KNOWLEDGE BASED DEVELOPMENT. JOURNAL OF TEACHING IN TRAVEL & TOURISM, 20 (3), 232-236.

FROM MANAGEMENT TO MARKETING TO **KNOWLEDGE BASED** DEVELOPMENT

a group with direct impact on how tourism is performed in the midst of the tourism sector due to involvement in policy setting on higher administrative levels

the elusiveness of participation

ANYONE COULD DO THAT

In academic reasoning, and policy rhethoric, much attention has been drawn to the low thresholds to employment and entrepreneurship in tourism.

the importance of being local

beyond the generalised view on work in tourism

question the undifferentiated credence in tourism tool for regional development and survival

discrepancy between the NEED FOR KNOWLEDGE as found in prior research, and the REQUIREMENTS formulated by those taking part in destination development

commercial needs overshadow more ideological factors

less of a **sectoral** issue more related to **geography**

require much more than a general low-skilled workforce in order to survive global competition

timely to discuss how education for management of tourism can be performed with **a more holistic** approach to the commercialization of **nature and culture**

IF FORMAL KNOWLEDGE IS NEEDED FOR COMPETITIVENESS, THEN ACTION NEEDS TO BE TAKEN TO BRING THE TOURISM EDUCATED NOT ONLY TO THE SECTOR BUT ALSO TO THE DESTINATIONS WHO NEED THEM

formal education   experience
appearance   personality
soft skills   **intuition**

ÅBERG, K. G. (2013). GOVERNANCE AND PARTNERSHIP IN TOURISM DEVELOPMENT: ON THE ELUSIVENESS OF PARTICIPATION IN TOURISM. IN: L. LUNDMARK & C. SANDSTRÖM (EDS.), NATURAL RESOURCES AND REGIONAL DEVELOPMENT THEORY, (142-157). GERUM, UMEÅ UNIVERSITY.

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Illustration by Kajsa G Åberg, Region Västerbotten, Sweden
Read Kajsa's letter to future generations of tourism researchers

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Åberg, K. G. (2017). *" Anyone could do that": Nordic perspectives on competence in tourism.* Doctoral dissertation, Department of Geography and Economic history, Umeå University.

Åberg, K. G. (2020). Regional tourism organizations from management to marketing to knowledge-based development. *Journal of Teaching in Travel & Tourism*, *20*(3), 232-236.

Image description

In the center of the illustration is a figure drawn without characteristics. It balances with one foot on top of a globe. The other foot is lifted, balancing a stack of books. One hand is held over the head, holding a cup with steaming content. The other hand is holding two hearts. The figure is surrounded by in total fifteen quotations from publications, written without order and in different sizes and fonts. The illustration shows the core message of the publications: That tourism operators, educators and policy makers as well as researchers need to balance facts, feelings, basic needs and sustainability.

2. 8 FEMMES: A COLLAGE OF EXPERIENCES IN TURKISH FEMALE TOURISM SCHOLARSHIP - Contributions by Sevil Acar, Maria D. Alvarez, Evinç Doğan, Ezgi Erkmen, Bengi Ertuna, Burcin Kalabay Hatipoglu, Stella Kladou, & Duygu Salman-Öztürk

Introduction

We are eight women tourism scholars whose paths intersected at the Tourism Administration Department, Boğaziçi University, Istanbul, Turkey. Our story includes a myriad of accomplishments and challenges since our department's inception in 1976. First, as a two-year undergraduate program, then its evolution to a four-year program, followed by its expansion to include an MA program, involved the invaluable contributions of many faculty members (full-time, part-time, women and men). We have known each other in different roles, e.g., student-professor relationships or alumni of the same schools. We are now proud colleagues supporting one another to create spaces for collaborative research and teaching for sustainable tourism in a context posing diverse challenges at the individual and institutional levels.

Being a faculty member at Boğaziçi University provides various advantages, while its status as a state university is not without its challenges. The education language is English, which is a great facilitator for international collaborations in research. On the other hand, it isolates us from other universities in the country, with courses taught in Turkish and a predominantly domestic focus on teaching and research. We are nearly seen as foreigners because of our engagement in international collaborations and our aim for publications with a broader impact. The tenure track system in higher education in Turkey depends on a tenure review process, where external reviewers from other universities evaluate the candidate's work and impact in the field. Therefore, the isolation from other universities and male-dominant academic life represent other challenges for our career advancements. That is, we also face the risk of being negatively evaluated by other academicians, who could be biased against women or faculty members from universities with a curriculum in the English language.

Categorized as a research university by the national higher education authority, Boğaziçi University supports researchers in multiple ways. The university's grants for scientific research projects (BAP) are particularly critical for scholars at the start of their careers. Our BAP start-up projects contributed to the research presence of many of us. Driven by Boğaziçi University's focus on research, we established links with researchers from local and foreign universities. Pairing with researchers from other universities worldwide has provided benefits such as access to varied sources of funding, knowledge and synergies that allow for cross-fertilization of ideas. Many of these partnerships have been formed at international academic conferences in which long-lasting friendships were also established. Unsurprisingly, many of these partnerships have been with other like-minded women scholars.

Turkey's geographical location as a bridge between the Middle East and Europe, paired with the research and international orientation of Boğaziçi University, has also helped us expand our networks. Our research projects (e.g., COST applications and EU-funded projects), international student and faculty exchange programs, joint field study programs and guest lecturers from abroad (the US, the UK, Denmark and Japan) resulted from this positive enabling contextual environment.

We pioneered a sustainability focus in tourism management education at the undergraduate level, which also paved the way for a MA program titled "Sustainable Tourism Management," the first program on sustainable tourism in Turkey approved by the Higher Education Council. We contribute to the program's interdisciplinary nature and support students from diverse backgrounds interested in sustainable tourism management. As tourism scholars united around sustainability, our collective journey shows how we take collaborative action for research and networking and create long-term inclusive partnerships with diverse stakeholders for positive and sustainable change.

Multidisciplinary backgrounds & the team spirit

Figure 1. Our notable contribution to tourism research was created by MAXQDA word clouds.

Sustainable tourism unites us, but we also have diverse backgrounds. Marketing, finance, business management, tourism management, economics, organizational psychology, and cultural heritage build multidisciplinary and even transdisciplinary approaches to connect knowledge and understanding to the real world. This diversity of our studies is reflected in Figure 1, which summarizes the interests that unite us as tourism academicians.

We produce research on the periphery of international scholarly networks. Due to a context distant from groups shaping tourism scholarship, it takes additional time, effort, and resources to reach global networks. Thus, we risk working alone for our tenure promotions in our discipline areas while working under the pressures of productivity and anxieties of 'publish or perish'. In an increasingly competitive academic world,

we strive harder to make our voices heard at the international level and overcome some of these challenges. We form unique collaborations in our disciplines at the national and international levels. We serve as reviewers and editorial board members for international journals to enlarge our networks. We collaborate with our PhD classmates, conference acquaintances, and new colleagues that we introduce to each other from these networks, strengthening the partnership and team spirit. International conferences, in which some of us acted as organizers at various times, also pave the way for new collaborations. Although we are pushing the paddle alone in our disciple areas, our diverse backgrounds allow us to collectively engage in sustainable tourism projects and approach the subject matter from various perspectives.

Engagement and Support for Students

We engage students in sustainability research and fieldwork through several means. We value outreach programs; therefore, we design classes so that students can find the opportunity to engage with tourism stakeholders. And we support them by establishing networks in the areas of their interests for pursuing their projects and theses (e.g., business councils, government agencies and community leaders). These interactions allow our students to get involved in real-life situations, gain hands-on experience and learn to address complex concepts and ideas. Some examples include evaluating Iznik's transcription as a UNESCO World Heritage List, the Tourism Master Plan for the Thrace region (with the Thrace Regional Development Agency), Improving the Quality of Vocational School Education in the Thrace Region and the case of wine tourism in Bozcaada.

International projects further reinforce cultural exchange and recognition, such as consulting projects as part of the UNWTO's volunteers' program (in collaboration with George Washington University) and international applied student research projects (e.g., cooperation with San Diego State University). The results of these projects are presented at conferences and published as book chapters or as articles in peer-reviewed journals, which further contribute to the students' academic progress. The field trips that are part of these projects prove essential for students to go beyond the learning in a classroom setting, engage with tourism practitioners and observe the implications of targeted actions in the tourism industry. Overall, we believe that through Boğaziçi University's undergraduate and postgraduate tourism programs and supportive efforts, we offer our students the potential to become aware, alert, and responsible 'global citizens'.

The know-how generated from our research and teaching contributes to applied projects that reflect our commitment to steering Turkey toward a more sustainable development vision through tourism. Some examples are strategic plan projects for destinations in collaboration with regional development agencies and partnerships with professional associations in the industry. We work with international governmental and non-governmental organizations, facilitating the integration of Turkey into global tourism networks. Additionally, some of us are part of the Academic Board for the Turkish Association of Travel Agencies (TÜRSAB), consulting the association on training and certification topics. The board has a potential role in shaping the future skill and knowledge requirements for the sector and the need for education programs.

Breaking the waves

We work through the challenges of working at a state university, struggling with gender-related issues in a male-dominated industry and culture, and in some cases facing discrimination as foreign employees. Tourism is seen at its tactical level in the country and evaluated using its economic outcomes; therefore, our work and efforts mostly resemble lone voices in the wilderness, both in academia and practice. Some of the challenges we face are not specific to our gender but are generally derived from the Turkish context. Whether men or women, academics in Turkey face financial, bureaucratic, and political constraints.

Budgetary constraints significantly restrict the ability to carry out research. Low wages in higher education institutions result in fewer men preferring academic careers. Typical of many developing nations, men are generally regarded as the primary bread earner for the family, and they tend to choose higher-paying jobs outside of academia. Our Sustainable Tourism Management master's program mainly attracts female students, as men choose degrees that ensure immediate employability. This unique condition creates a gender gap in the academic environment. For male academics who decide to stay in higher education, consulting and other higher-paid activities are also available and more accessible than for women.

Triggered by the current political environment in Turkey, both governmental institutions and industry are male-dominated, in some cases exercising power and pressure on females and abusing authority. This concerning atmosphere is rapidly encroaching into our bubble at Boğaziçi University, with virtually all of the positions of power changing from a gender-balanced to a status in which men are ruling.

Different rules apply to foreign academics, such as not being eligible for unpaid leave (or unpaid maternity leave) or a sabbatical, which point out inequality of opportunities to pursue research and promotion. Foreign scholars are also not allowed by their contracts to participate as consultants or researchers in projects outside the university. It might be possible to overcome this to a certain extent through the support of colleagues, although it might limit the access to several consulting projects that could have provided the basis for the collection of data for research.

Remote work was forced on us because of the pandemic, and our experiences echo those of many other women worldwide. While working from home has had some advantages and benefits, for many it also has negative consequences. Motherhood means having less available time for oneself and achieving work-life balance in the socio-cultural structure is built in a way absorbing more time from mothers than from fathers. Especially those with younger children have had to deal with the challenge of working from home while caring for the family, and as a consequence, they suffer from remote work.

Overwhelming administrative work is an issue that academics share worldwide. The additional difficulty is perhaps the combination of administrative duties and working in a state university with no administrative staff, especially those that are proficient in English to support our international projects. When involved in research projects, academicians need to complete the administrative project work themselves, and they cannot practically 'buy their time' off even though they bring in external funds to the university. Having students as interns helps with some of the above issues while introducing them to the country's other side of academic life. Nevertheless, flexibility paired with colleagues' goodwill could make up for such challenges and help create time for work.

Our collective contribution

We have compiled a selected list of our publications to summarize our collective contribution to research. As we unite around our Sustainable Tourism Management program, we have included our articles and book chapters that focus on sustainable tourism and the ones that we have worked together with our students in this program. The list includes 43 publications (32 journal articles and 11 book chapters) and is presented at the end of this chapter. Our publications list covers the period from 2006 to 2022, however, most of our publications (30 out of 43) are recent and published after 2019. The publications also reveal our research networks; while most of the publications (19 papers) include colleagues from other institutions, 13 papers include our students and 7 include colleagues from our department as coauthors. Most of our articles have been published in leading journals in tourism (e.g., Annals of Tourism Research, Current Issues in Tourism, Tourism Management and Journal of Sustainable Tourism) and in journals focusing on different aspects of sustainability (e.g., Sustainability, Journal of Economy Culture and Society, Journal of Business Ethics Education). Similarly, our book chapters have been mainly peer-reviewed and edited books by international publishing companies (e.g., Routledge, Springer, Emerald).

Our collective contribution to the literature on sustainable tourism is mostly by providing evidence from Turkey. The research setting of 19 of our publications is in Turkey. However, we also have publications that focus on different geographies, such as Greece, Israel, and Serbia or on comparative contexts. Some of our papers are on developing frameworks based on the characteristics of the context. In these studies, we address a wide range of sustainability issues, including "sustainable development of destinations", "enhancement of tourism in less developed areas", "community resilience", "tourism governance and planning", "engagement of local communities in the planning process", "collaboration with stakeholders", "overtourism", "sustainable consumption and production patterns (SCPs)", "responsibility of travelers", "residence wellbeing", "responsible host behavior" and "education for sustainability".

We also investigate "effective leadership", "effective communication", "place branding", and "corporate social responsibility" strategies for sustainable tourism. Furthermore, we tackle issues of "animosity", "political risks" and "international relations" for potential peace implications. We have worked on "conservation of biodiversity", "economic and social sustainability", and "conservation of cultural heritage" as well.

We also address sustainability issues and challenges of various types of tourism including "culture-based tourism", nature-based tourism", "community-based tourism", "agri-tourism", "wine tourism", "yoga tourism", and "dark tourism". We approach the issues from various perspectives, taking tourists, residents and host communities, development agencies, small projects, destinations, and hotel or restaurant companies as units of analysis in our studies that constitute our collective contribution. Consequently, our collective contribution offers methodologies to investigate sustainability issues, frameworks to conceptualize and analyze sustainable tourism implementation and empirical evidence from our context on tourism as a tool for sustainable development. Our collective contribution to research is summarized in Figure 2.

Figure 2. Our collective contribution in a snapshot.

Conclusion over our collective contribution

We share tourism academics' inspirations, enthusiasm, and challenges in different contexts. We want to

tell our story, maybe initially to ourselves, and put our efforts into perspective. But we also want to address women who feel excluded in the periphery of tourism scholarship.

Our department has been traditionally woman-dominated. Yet, we would like to thank our male colleagues in Tourism Administration Department for their support and cooperation. The gender imbalance has given rise to some flexibility in applying the existing regulations and policies. Hiring at the department has generally been considered from a long-term e.g., temporary leaves, such as maternity leave, are balanced against the long-term ability to keep valued academicians. These long-term policies have contrasted sharply with the attitudes toward women academics outside of our protected bubble environment. Despite these attempts for flexibility, the department has been limited in its endeavour to overcome rigidity by the strict bureaucracy and regulations that constrict the action of universities in Turkey.

When attending meetings with tourism professionals and scholars in Turkey, we often find ourselves as a few women among a large group of men, which might sometimes feel very daunting. Thus, we socialize only with these women, and consequently, most of the co-authors and academic partners are women. Despite all the challenges described in this chapter, we are confident that we have contributed to advancing tourism education and research domestically and globally.

The most important aspect of our success is perhaps our mutual support and cooperation. As we have held a leadership role in Turkey's academic ecosystem and contributed to the task of developing a more sustainable form of tourism in Turkey, we reflect on our accomplishments and our journey together. But we also look to the road ahead with the hope of seeing other talented women join us.

Written by Sevil Acar, Maria D. Alvarez, Evinç Doğan, Ezgi Erkmen, Bengi Ertuna, Burcin Kalabay Hatipoglu, Stella Kladou, and Duygu Salman-Öztürk, Boğaziçi University, Turkey

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3. SENSES IN TOURISM EXPERIENCE DESIGN - Contributions by Dora Agapito

Since the beginning of my PhD at the Faculty of Economics, University of Algarve (Portugal), over ten years ago, I have centred my research around the senses in tourism experience design and consumer behaviour. By the time the thesis proposal was prepared, a small number of studies had been conducted in tourism, focusing on a managerial perspective. The decision was to address the role of sensescapes in tourist experiences in rural areas. The first paper, which was part of this PhD, was a multidisciplinary approach to the senses, which helped to further the conceptualisation of the sensory dimension of tourist experiences, and proposed a theoretical framework based on external factors and internal factors that influence the tourists' perception and outcomes (Agapito, Mendes & Valle, 2013). In 2021, this work had received more than 250 citations in Google Scholar, contributing to further developments in the topic (e.g., Brochado, Stoleriu & Lupu, 2021; Elvekrok & Gulbrandsøy, 2021; Kastenholz, Marques & Carneiro, 2020; Lv, Li & McCabe, 2020).

The key role of managing sensory aspects of tourism experiences is based on evidence of the effects of sensory stimuli in human perception, memory, attitudes and behaviour. This argument is supported by various fields with complementary approaches, such as environmental psychology, consumer psychology, cognitive psychology, human geography, marketing and consumer behaviour, neuroscience, sociology, and anthropology (Agapito et al., 2013; Agapito, 2020; Goldstein & Brockmole, 2017; Krishna, 2012; Kim & Fesenmaier, 2017a).

An empirical study concluded that rural areas encompass local resources rich in multi-sensory stimuli that could be utilised to facilitate enhanced tourist experiences by focusing on the sensory perception of different segments of tourists based on motivations and activities performed at the destination. This research found that sensory information (e.g., specific sounds, scents, colours, flavours and textures) could be used to theme tourism experiences and segment tourists, focusing on sustainable local development (Agapito, Pinto & Mendes, 2014).

A longitudinal study showed the relevance of sensory diversity (sensory stimuli) as a facilitator of memorable destination experiences by showing the link between long-term memory of sensory impressions and destination loyalty (Agapito et al., 2017). This research was then furthered by other studies, such as the one conducted by Lv and colleagues (2020), which expanded the theory of tourists' destination loyalty by centring on the role of sensory impressions.

A recent systematic literature review included in the curated collection in tourism design of *Annals of Tourism Research* revealed that a multi-sensory approach to tourism experiences, instead of isolated sensory modalities (e.g., visual elements), has received increasing attention among scholars from 2013 onwards (Agapito, 2020). This review around the senses focused on tourism design highlights aspects such as sustainability, accessibility and technology as emergent topics of discussion. Indeed, distinctive sensory aspects of local resources can contribute to designing experiences that are sustainable and accessible for all (Agapito, 2022; Agapito, 2020; Agapito & Chan, 2019, 2020).

The significance of sensory/physical aspects in influencing perception, triggering positive emotions, and generating memorable experiences, satisfaction, subjective happiness, place attachment, intentions, behaviours and loyalty has also been highlighted in recent empirical studies in tourism (e.g., Buzova, Cervera-Taulet & Sanz-Blas, 2020; Kah, Shin & Lee, 2020; Kastenholz et al., 2020; Kumar & Kaushik, 2020; Lv & Wu, 2021; Mehraliyev, Kirilenko & Choi, 2020; Nghiêm-Phú, 2020; Song 2021; Wen & Leung, 2021). Notwithstanding, other external stimuli and individual profiles should be considered when researching and

managing sensory-informed tourism experiences (Agapito, Pinto, Ascenção & Tuominen, 2021; Agapito et al., 2013).

The rationale of science design in tourism seeks to bring together contributions from different academic fields to plan the conditions where experiences in destinations aid in the process of improving the well-being of visitors, locals and the destinations themselves; atmospherics play an important part in this process (Fesenmaier & Xiang, 2017; Xiang, Stienmetz & Fesenmaier, 2021). Considering that sensations are initiators of experiences in tourism contexts, the process of understanding the impact of sensory elements on both hedonic and eudemonic dimensions of well-being is of utmost relevance in tourism studies (Lv & Wu, 2021). Indeed, the sentient body is a facilitator of learning, positive emotions and rewarding experiences (Matteucci, 2014; 2017). Therefore, despite the fact that the study of the senses in tourism has been mostly focused on hedonic aspects of consumption, sensory stimuli can also contribute to long-term eudaimonic well-being through the focus on distinctive local resources and co-creation activities that can be perceived as meaningful.

Advances in neuroscience, psychology, spatial analysis, epigenetics, physiological measurements, experimental research design and business analytics (e.g., Kim & Fesenmaier, 2017b; Lee, Lee, & Koh, 2019; Mehraliyev, Kirilenko, & Choi, 2020), among others, can contribute to a more accurate understanding of the effects of sensory environment on the sense of well-being. These approaches would allow further practical recommendations that can aid tourism experience design in destinations and tourism firms.

Recommendations for future research around the senses in tourism design

Some challenges arise when approaching multiple senses regarding experiences in tourism contexts, such as the phasic nature of the experience, the multidisciplinary nature of the senses, and the assessment of sensory-informed experiences (Agapito, 2020). In light of the literature indicated above, some suggestions for scholars for contributing to knowledge around the senses, tourism design and consumer behaviour are related to: a) exploring cultural differences in sensory experiences in tourism contexts and the effect on tourists' outcomes; b) proposing and testing theory around sensory stimuli, consumer experiences in tourism and other constructs (antecedents or consequences), such as perceived authenticity and well-being, among other constructs pointed out in the literature (moderator variables should be considered, such as the case of cultural background, demographic variables and personality traits); c) varying the settings for analysis and including the perspectives of multiple stakeholders; d) collecting data at different times of the year and conduct longitudinal studies to address different phases of the tourist experience; e) using data collection complementarily, by considering focus groups, big data, and experiments apart from isolated questionnaires and interviews; f) using technology to assess sensory experiences and to design and test virtual multi-sensory scenarios for enhanced experiences. New technologies like bio-physiological sensors, wearable devices, and interactive platforms may enable better measuring methodologies for capturing multi-sensory information in a less biased way.

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Written by Dora Agapito, Research Centre for Tourism, Sustainability and Well-being, Universidade do

Algarve, Portugal
Read Dora's letter to future generations of tourism researchers

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4. DESTINATION MANAGEMENT FOR SUSTAINABILITY - Contributions by Julia N. Albrecht

Putting ideas into practice

Interested in the world at large and with more questions than one degree can reasonably address, I studied Geography, taking as many minor subjects as time would allow on the side. My first work experiences post-study was in planning and consultancy. Uninspired by the lack of tangible outcomes that a career as a consultant can sometimes bring, I was tired of my research being bounded by the restrictions imposed by policy, politics and working for those with limited appreciation of and interest in research. Clearly, carefully prepared strategies and plans collecting dust on shelves were a waste of all sorts of resources on a grand scale.

To this day, I seek to illuminate exactly why destination management is not the clear-cut, rational activity that it appears to be to those who have not tried to implement a tourism strategy in practice, that textbooks often make it out to be, and that tricked me as a young professional into thinking that a good project management plan, some funds, and lots of energy and optimism will get the job done. Ready to find out, I packed my life into a couple of boxes and moved to Dunedin where, at the University of Otago, I started my doctoral thesis on challenges pertaining to the implementation of tourism strategies in peripheral areas. Sixteen years since beginning my PhD research, this initial interest in practical challenges in tourism management and planning is still evident in my work.

Having learned that there is little likelihood of strategies being implemented largely as planned, my research investigated implementation challenges pertaining to tourism strategies in rural, peripheral areas. I had picked up a minor in political sciences as part of my Geography degree, and as there were hardly any implementation studies in tourism at the time, I utilised implementation theory. Dubbed 'misery research' (McLaughlin, 2008) and famously described as "the pathology of the social sciences" (Rothstein, 1998, p. 62), it suited my then perception of the study area quite well. This body of work originated in North America and tends to feature federal programmes and the various routes that lead to their failure. By introducing and applying some of its tenets in a local and regional tourism context, I could explain why tourism strategy was not fully (or, as was the case in one of my case studies, not even partly) implemented (Albrecht, 2010a). Whilst everyone including myself expected funding to be a key factor, I demonstrated that local and personal politics as well as the presence of a 'local champion' were in fact the decisive factors for strategy implementation at the local and regional destination levels. I further identified aspects of the implementation processes that I studied that were potentially applicable to other destinations (Albrecht, 2010b), and the extent to which evaluation practices might help destination managers to during strategy implementation (spoiler alert – much), Albrecht (2012). To the best of my knowledge, this study was the first to apply public policy implementation theory in a tourism destination context.

By now I was hooked on the dark side of destination management and strategy. I followed up with a national destination level study of strategy implementation in New Zealand which demonstrated the disconnect between strategy preparation and content, and implementation, but also why this disconnect ultimately does not matter (Albrecht, 2017). Furthermore, this study taught me that leadership arrangements in tourism are not well understood, a circumstance that I was lucky to explore a few years later in supervising postgraduate student Andrus Nomm. This work led to two papers which were among the first to illuminate the complex interplay of destination management, leadership, and advocacy (Nomm, Albrecht & Lovelock, 2020a; 2020b). More recently, and to identify the relative importance of advocacy for different stakeholders in tourism management, I have led a study that looked at advocacy by non-profit

organisations in tourism (Albrecht, Haid & Faisal, forthcoming). This work demonstrates how non-profit organisations in tourism at times emulate private sector organisations to operate successfully, even if this goes against their mandate.

Since my starting out as a tourism researcher, awareness of sustainability has grown in destinations and destination management. Destination management strategies habitually cite sustainability efforts, though often without spelling out what is meant by the term and how it is going to be implemented. Having systematically ascertained the deep-rooted ambiguity regarding sustainability in destination management whilst writing a review paper on networking for sustainable tourism (Albrecht, 2013), I started shifting part of my attention to how destination managers translate sustainability into practice. What does the buzz word mean to the practitioners? In the first study that explores destination managers understanding, perception, and implementation of sustainability (Albrecht, Haid, Finkler & Heimerl, 2021), we have demonstrated a) how overwhelmingly destination managers prioritise the economic component of sustainability, and b) that colloquial, academic, and applied interpretations of sustainability are tangled and intertwined in day-to-day destination management. A follow-up study that investigated the implementation of sustainability in destination management (Haid, Albrecht & Finkler, 2021) focused on the processes of implementation rather than the content. It showed that sustainability implementation processes in the destination are non-linear and non-synchronous, that the different stages of implementation are subject to different external drivers, and that stakeholder communication and discretion can positively or adversely affect all stages of implementation. Based on these findings, we have subsequently assessed the possible usefulness of product development strategies for sustainability and assessed these in the context of destination management (Haid & Albrecht, 2021).

On occasion, I have strayed from this strand of work, though never far. My friend and colleague Eliza Raymond (of GOOD Travel) and I have recently investigated destination managers' motivations behind the establishment of the national destination pledges (such as the Icelandic Pledge, Tiaki Promise etc.). While Eliza's interest was driven by the pledges' potential capacity for behaviour change, my own interest was in the pledges as a visitor management intervention in destination management for sustainability. Our results show that these social marketing initiatives are distinct from other, existing visitor management tools in that they aspire to engage visitor emotions and invite visitors to interpret destination concerns and act upon their interpretations (Albrecht & Raymond; forthcoming 2021). Other studies were in the areas of visitor management (e.g., Albrecht, 2014), intangible cultural heritage (e.g., Esfehani & Albrecht, 2019), and food and wine in tourism (e.g., Albrecht, Danielmeier & Bourdeau, 2019), but even within these themes I have generally focused on aspects to do with management or planning.

What next? Despite all research progress made in the field of tourism and thanks to our own unpredictability as human beings, there will be no shortage of fascinating, if at times uncomfortable, questions to ponder with regard to destination management and sustainability therein.

Written by Julia N. Albrecht, University of Otago, New Zealand

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5. WOMEN'S INVOLVEMENT IN THE TOURISM ACTIVITIES OF IRAN: ATTEMPTS TO PROMOTE GENDER EQUITY - Contributions by Fatemeh Bagheri and Sarasadat Makian

Pre-introduction

I am Fatemeh, a 32-year-old Iranian woman who has always been looking to earn insightful knowledge and research. Everyone has known me since childhood as an independent, optimistic, hard-working person. I was born in a small and beautiful city in the Fars province of Iran. After living in several Iranian cities (Kerman, Tehran, and Rasht, in chronological order), I am now living in Lisbon, Portugal. At 18, I was accepted into the tourism management major by (mistake), but now I call it a (chance!) because I have found how much I love visiting and learning about new cultures and places. Being interested in this field and due to my husband's encouragement, I decided to continue my master's degree in tourism marketing management at Tehran University in 2012. Studying at the greatest Iranian university was one of my dreams come true. So, I have been trying to learn, study, and explore new things more and more. I remember I did not miss any classes and attended every one of those (earlier than my classmates), even at 8 am. After successfully passing the Ph.D. exam, I started my Ph.D. studies in tourism at the public university of Allameh Tabataba 'i in 2015. During my Ph.D. program, I was awarded Iran's national Elites foundation prize two times. I graduated as a top student in 2018. In 2020, I was hired as a faculty member at Guilan University. Finally, in 2022, I decided to immigrate to Portugal and launched a collaboration with Algarve University as a postdoctoral researcher. Tourism management and marketing topics are my research interests. You can read my research here: https://www.researchgate.net/profile/Fatemeh-Bagheri-6.

I am Sara, originally from Iran, but now living in France. Learning new languages, visiting new places, and experiencing new things have always interested me. Since I did not desire to be confined to daily routines, I always sought novelty. Learning and sharing what I learned were two of my greatest passions. All these aspects of my personality are what brought me to tourism research. I graduated with a Master's and Bachelor's degree in Tourism Management from the University of Allameh Tabatabai in Iran. Having worked and taught in tourism in Iran for two years, I moved to France in 2016 to study for my second master's in Tourism, Innovation, and Transition at Grenoble Alpes University. Due to my love of the French language, I chose this country. Having a passion for academia, I started my Ph.D. in 2018 on the future of ecotourism. I forgot to mention that one of the master's professors gave a lesson on future studies during one of the classes. This was my aha moment: I want to be a tourism futurist. Since then, my interest in tourism foresight has grown. Although I started studying tourism in 2008, it was only in 2019 that I started publishing internationally. I have published articles and book chapters. If you want to get to know me, here is my Orcid ID: 0000-0002-9935-5877.

Mahsa Amini's death at the hands of the morality police on 16 September 2022 triggered nationwide protests by Iranians, especially women, for freedom and an end to the oppression they have suffered for over four decades. This movement's slogan is "*Woman, Life, Freedom*," which represents the dream of many women to be free of oppression and compulsion, especially in Iran. Since the purpose of this book is to raise the voice of women in tourism research, we, as two Iranian women, decided to write about the role that women have played (or will play) in the development of Iranian tourism, which you will read below. It is

hard to tell when this book will be published and whether the freedom movement was won or lost, but we dedicate this contribution to the women, men, girls, boys, and children killed in Iran seeking peace.

Introduction

Located at a critical junction in the southwest of Asia, Iran is the origin of one of the oldest large civilizations in the world (Araee, 2008), traced back to a 10,000-year-old (O'Gorman, McLellan, & Baum, 2007). Iran's geographical extent, ancient heritage, and cultural/ ethnical diversity result in various potential tourist attractions throughout the country (Hamedi, 2016). However, mainly due to its exceptional geo-political location and oil extraction legacy, historically, Iran has been a politically unstable country. In 1979 and 1980, the revolution of the Islamic Republic and the Iran–Iraq War was the last major political events leading to considerable socio-cultural, economic, and political changes in the Iranian community. The typology, policies, services, and target markets of tourism development, as a socio-cultural phenomenon, have changed dramatically over the history of Iran, specifically after the revolution of 1979 (Heydari Chianeh, Del Chiappa, & Ghasemi, 2018) and the ideologies of the Islamic government has affected every aspect of this industry. For instance, tourism activities changed to religious and cultural rather than coastal and nature-based, or the target markets shifted to Islamic countries rather than the US (the most popular target market before the revolution) and western countries. However, in recent years, many factors have rejuvenated the Iranian tourism industry, including improving infrastructure and services, marketing programs and social media, trained human resources, and various attractions and activities.

Although the revolution stopped Iranian women's progress for a short time, increasing Iranian women's participation in different activities is one of the most important recent changes in the community of Iran. However, since Iran's governance is related to the Islamic religion, the presence of women in different social activities depends on the confirmation of the traditions/ laws rooted in Islam. The relatively traditional society of Iran, which until a few decades ago did not even agree with the active presence of women in the society, changed its approach. However, women's participation in society, hijab, and social interactions must be done according to Islamic laws. Following changes caused by modernization and challenging conventional gender clichés, Iranian women do not give into early marriage. Even when married, alongside parental responsibilities, they increasingly seek to participate in the community economically, socially, and politically (Bagheri, Ghaderi, Abdi, & Hall, 2022). However, Iranian families, society, and the government impose different inequalities on girls and women implicitly or explicitly. According to SISC (2015), women's participation rate in the Iranian labor market is only 12.4% despite the increase in educated women. One of the new fields of activity for women is tourism and hospitality.

Iranian women play many roles in the tourism industry: as leaders, innovators, employees, business owners, and even as teachers and academics, tourism guides, and, of course, tourists. Since there is no sign of gender equality in tourism activities in Iran, women make the most effort from the beginning due to their lack of access to professional training, lack of benefits in daily life, cultural expectations from them about the role of women in the home and the sexist prejudices which have been excluded them from the workplace. The tourism industry, which has usually been a priority sector for boosting the social inclusion and empowerment of disadvantaged groups (Lima & Eusebio, 2021), is an ideal platform for social, political, and economic participation of Iranian women not only in cities but also in remote rural areas of the country. According to Hosseini et al. (2022), tourism has made women more visible in public despite the restrictions imposed by Iran's religious-patriarchal society. As such, to bring the voice of Iranian women to this contribution to knowledge, we will discuss the role of Iranian women in different tourism activities and specifically focus on the ecolodge, a new trend in tourism accommodation in Iran and where Iranian women entrepreneurs are known as flag bearers.

Tourism activities in Iran: a gender-centric perspective

Iranian Women as Tourists

In terms of finances, time, and norms, there is an unequal distribution of leisure opportunities between the sexes in the Iranian community. Yet, traveling solo or as a single gender gives women a chance to experience, consolidate, and prove their power, agency, and independence in contemporary Iran (Razavizadeh & Baradaran Kashani, 2018). According to Islamic laws, traditional Iranian men hold to the *gheyrat* behavior code, which allows for a sense of possessiveness toward their daughters, sisters, wives, and even mothers (Abedinifard, 2019). "Generally, *gheyrat* limits women in freely doing what they want and requires them to obey their father or husband. In the case of travel, the freedom of movement for women is legally constrained by the requirement to gain permission from their father or husband to travel domestically or internationally" (Nikjoo, Markwell, Nikbin, & Hernández-Lara, 2021, p.1). However, in recent years, Iran's society has changed significantly in favor of women's position despite all of the judgments from religion, law, and tradition, and the demand for female-led holidays has grown in Iran (Hosseini et al., 2022). This is mainly due to women becoming more educated and economically independent and, of course, the emergence of the Internet and the rise of informal communication channels (Shahvali, Shahvali, & Kerstetter, 2016). Traveling solo is a type of active resistance against gender inequities and creates opportunities for women to overcome personal fears and challenge discriminatory traditions. Furthermore, Nikjoo, Zaman, Salehi, & Hernández-Lara (2022) research on middle-aged Iranian women showed that being away from family routine responsibilities and gender-related restrictions, as well as advancement in their social and personal selves resulting from these types of traveling, contributed to their well-being.

Most Iranian women solo travelers share the story of their travels across Iran or to other countries on Instagram. The following images show four Iranian solo-traveler women who actively advocate for Iranian women's rights through their travel blogs.

@forough.on.travel   @melliiic   @shadi.ganji   @hediye_molaei

Iranian Women as Tourism Leaders

Despite all the mentioned limitations, women's entrepreneurship and their role in tourism development in today's society have been growing worldwide and in our country. Due to social changes and the increased education rate, women in Iran are searching for independence. According to the World Bank (2022)data, the female labor force participation rate was 14% in 2021, which is very low considering that women make up the majority of the population of Iran. Besides, only 5% of tourism companies have female managers in the Middle East and North Africa, including Iran. For example, Iranian women are highly educated, but

government regulations prevent hotels from hiring them (Hutchings, Moyle, Chai, Garofano, & Moore, 2020). One of the obstacles to women's entrepreneurship is the various forms of gender discrimination that exist in society, which results in business and job discrimination. Although Iranian women have become more involved in tourism-related activities, the traditional view of them as housewives has changed (Seyfi, Hall, & Vo-Thanh, 2022).

In recent years, Iranian women have played a variety of roles in the development of tourism, ranging from working as travel guides (nontraditional fields) (Hosseini, Macias, & Garcia, 2022) to becoming entrepreneurs in rural areas. In Iran, women run and manage small or medium-sized businesses, including guiding domestic and international tourist groups, creating and selling handicrafts, teaching and training in tourism, and managing a variety of accommodations and related services, etc. in different cities. Additionally, the number of Iranian women activists is rising and they are becoming more involved in different projects related to sustainability and tourism, women's empowerment through tourism, and environmental preservation. Tourism has been, therefore, a valuable tool for increasing the participation of women in Iranian society. Alternatively, women's activities and entrepreneurship can contribute to tourism development and achieve gender equality. A recent study by Bagheri et al. (2022) empirically showed that Iranian women's entrepreneurship in tourism leads to their (economic, social, psychological, and political) empowerment through creating shared social and economic value for society. However, they discuss that some of the entrepreneurship fields of the tourism industry (such as transportation) are highly gendered in Iran.

Several successful Iranian women share their experiences and activities on social media. However, many of them remain the hidden treasures of Iranian tourism. We expect Iranian tourism to improve in the future under the influence of women. Four Iranian women are presented in the following images as tourism leaders, including the tour organizer, ecolodge manager, tourism journalist, and lecturer.

@matinlashkari   @Telarkhaneh_bordbar   @banafsheh.farahani   @ fatima_karimi63
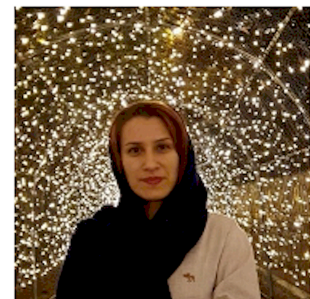
Ecolodge: an opportunity for Iranian women to be leaders in designing the tourism experience and promoting gender equality

In recent years, ecolodge has been known as the most common accommodation type in the Iranian tourism industry, especially in rural areas. Locally owned, small-scale businesses such as lodges contribute to sustainable tourism development by protecting the environment, developing local economies, and promoting small businesses locally (Makian, Borouj, & Hanifezadeh, 2022). Furthermore, eco-lodges are based on a philosophy that emphasizes natural and cultural attractions, educational opportunities, and community involvement. Besides benefiting the local community, ecolodges engage tourists and give them an active and collaborative experience (Varmazyari et al., 2022). In other words, ecolodges have considerable potential to attract tourists interested in rural life, culture, history, ethics, and geographical roots with natural attractions. Makian et al. (2022) emphasize that the creation, management, and

monitoring of ecolodges are prerequisites for sustainable development. In the following images, you will find cases of Iranian ecolodges managed entirely or partially by women.

Nartitee Ecolodge (Taft, Yazd, Iran)/ Source: Instagram account of @nartitee_house

(Khomam, Gilan, Iran)/ Source: Instagram account of @telarkhaneh_bordbar

Fardis Ecolodge (Qeshm, Hormozgan, Iran)/ Source: Instagram account of @fardisbeach

From 320 ecolodges in 2017 to 1500 by 2020, the number of Iranian ecolodges has increased 4.7 times in Iran (Varmazyari, Mirhadi, Joppe, Kalantari, & Decrop, 2022) and most of these accommodations are managed by women. Various benefits of these lodges have contributed to income generation in disadvantaged areas and the empowerment of women (Makian et al., 2022). In Iran's economy, an eco-lodge plays a significant role in empowering women, especially rural women, by increasing their social participation. In most areas of Iran, local women play an essential role in tourist accommodation as managers or employees. Developing and managing an ecolodge requires creativity (in integrating culture and nature into tourist experiences), so Iranian women have demonstrated their talents in this area. Creating and selling handicrafts, and decorations, preparing local cuisine and hospitality, and designing tourism routes and creative experiences for guests and tourists are some of the important contributions Iranian women make to the stays of tourists in eco-lodges. Therefore, Iranian women play an inevitable role in preserving the local culture and traditions. Most of them have been able to achieve financial independence through the sale of various products and services in eco-lodges. Increasing women's economic empowerment increases their psychological independence and confidence.

In addition to financial independence, women's participation in this kind of tourism accommodation and experience creation for tourists leads to their voices being heard in political decisions for tourism. Iranian women, particularly those with a long history in this field, are members of the policy-making associations of ecotourism and ecolodge at the national or local level. In this way, they can contribute to the policies and decisions in this field. It means they can access resources and opportunities regardless of gender and be politically empowered and powerful. In recent years, Iranian women have tried to decrease gender-based stereotype cliches (on lack of women's managerial abilities) and create gender equity in the tourism industry.

The photo of the eight women mentioned was picked from their Instagram accounts.

Written by Fatemeh Bagheri (Research Center for Tourism Sustainability and Well-being, Algarve University, Portugal) and Sarasadat Makian (Social Sciences Research Center, Grenoble Alpes University, France)

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6. AGRITOURISM - Contributions by Carla Barbieri

My maternal grandparents bought a small farm to change their lifestyle after retirement. They raised a few animals and grew forage grasses, vegetables, and fruit trees. Although originally envisioned as a self-sustained hobby (in fact, they never sold anything), the farm became the family playground. I still am fond of the weekends with my cousins playing in the fields, petting the bunnies, and escaping from the voracious goats! Sadly, changes in the practice of agriculture, in market and political frameworks, and in the human population behaviors and distribution have been—and still are—challenging the survival of small and medium-size family farms throughout the globe. Before embarking on my doctoral studies, I was convinced that tourism could provide farmers an additional source of revenue to keep them in business. Several years and many projects after defending my dissertation on farm enterprise diversification, I still believe [now supported by evidence] that tourism is making a difference for farmers, visitors, and society overall. Below is a summary of the major contributions of my research team to the agritourism scholarship, organized by key topics (visit http://go.ncsu.edu/agritourism for a full list of our projects).

Agritourism at its Core

Early confusion existed about the definition of agritourism, which is not surprising given the variations in agricultural settings, visitors' preferences, and geopolitical and economic contexts worldwide (Barbieri & Streifeneder, 2019). Besides being positioned as one form of farm enterprise in the early 1990s (e.g., Ilbery, 1991), much disagreement existed concerning the travel requirements (e.g., day trip or overnight), the purpose of the visit (e.g., education vs. recreation), and the type of experience (e.g., authentic or staged). Our study conducted among key stakeholders yielded an agritourism definition encompassing any type of educational, leisure, or recreational activity offered in working agricultural settings (Gil Arroyo, Barbieri & Rozier Rich, 2013). The emphasis on working agricultural facilities along the insignificance of distance travelled and activity type provided support for policies and initiatives encouraging agritourism development as a strategy to increase farm revenues and reconnect local residents with local food and fiber producers. The evaluation of the multiple names used interchangeably to refer to agritourism (e.g., agro-tourism, farm tourism) also provided branding intelligence to increase marketing effectiveness and stakeholders' collaboration (Barbieri, Xu, Gil Arroyo & Rozier Rich, 2016).

The Benefits of Agritourism

Taking agritourism as a form of entrepreneurial diversification, much of its early scholarship focused on the economic gains this farm enterprise could produce (Barbieri, 2022 – forthcoming). The prevalent use of direct revenues (e.g., entrance fees) as the sole predictor of performance resulted in contradictory results ranging from negative to positive financial returns. By expanding such a traditional economic lens, our team found that agritourism fulfils a mix of economic (e.g., profits) and non-economic (e.g., maintaining the family land) entrepreneurial motivations (Barbieri, 2010). Specifically, we found that agritourism has a major marketing impact in terms of increasing the farm's customer base, brand recognition, and direct sales of products (Tew & Barbieri, 2012) and in the preservation of tangible agricultural heritage (LaPan & Barbieri, 2014). Although agritourism, especially when embedded in experiential activities, is also pivotal to conserve and recover intangible heritage, we concluded that providers should negotiate the coexistence of modernity and traditions since acculturation, syncretism, and re-authentication often occurs (Sotomayor, Gil Arroyo & Barbieri, 2019).

Despite the vast evidence of the agritourism benefits from the supply perspective, information on the demand side is less available, especially in terms of the impacts on surrounding communities and greater society (Santeramo & Barbieri, 2017). Our lab's projects have sought to fill that gap in various ways. First, we have sought to understand agritourists' psychological profile by contrasting the motivations to visit different types of recreational lands (Sotomayor, Barbieri, Wilhelm Stanis, Aguilar & Smith, 2014) as well as their perceptions of the socio-cultural, environmental, and economic services that farms and managed forests involved in agritourism provide (Barbieri, Sotomayor & Aguilar, 2019). Secondly, we have evaluated the impact of agritourism development, namely wine tourism, in terms of personal benefits and community impacts from the residents' perspectives (Xu, Barbieri, Leung, Anderson, & Rich, 2016; Xu, Barbieri & Seekamp, 2020). More recently, we have started researching the synergies between agritourism and local food systems, finding that visiting a farm for recreation, leisure or education increases visitors' intentions to purchase local foods (Brune, Knollenberg, Stevenson & Barbieri, 2020; Brune, Knollenberg, Stevenson, Barbieri & Schroeder-Moreno, 2021).

Women in Agritourism

The literature has well documented the active role of women in agricultural entrepreneurship (Gasson & Winter, 1992) and especially in agritourism (McGehee, Kim & Jennings, 2007) as developers, managers, and innovators. Yet, Barbieri & Mshenga (2008) found that women in agritourism have less economic returns than their counterparts, which deserved further attention to identify the nuances behind such disparity. Our team combined feminist and emic approaches to unpack the meaning of success from the view of women in agritourism, finding that they feel accomplished in a comprehensive and distinctive sense beyond economic earnings (Halim, Barbieri, Morais, Jakes & Seekamp, 2020). Building upon such a holistic meaning of success, Savage, Barbieri and Jakes (2020) concluded that although women in agritourism feel very successful in several aspects of their life (e.g., self-fulfilment), they feel less successful as farmers and entrepreneurs given the mix of personal, family, and societal constraints they face in still prevailing patriarchal structures. Nevertheless, agritourism appears to contribute to the psychological, social, political, and economic empowerment of women (Gil Arroyo, Barbieri, Sotomayor & Knollenberg, 2019).

The Frameworks behind the Agritourism Scholarship

Much of the early literature—included ours—of agritourism was foundational, exploring a few constructs (e.g., visit motivations) or testing simplistic relationships especially concerning the agricultural-and-tourism intersectionality (Barbieri, 2020). Yet, the sophistication of the practice and scholarship of agritourism called for adopting or developing holistic analytical frameworks that could capture the complexity of agritourism. A baby step was to integrate the sustainable development and agriculture multifunctionality frameworks to compare the socio-cultural, environmental, and economic benefits that agritourism and other types of farm enterprises deliver to farmers and society (Barbieri, 2013). To capture the farm-family-community interrelatedness and the mix of internal and external factors influencing the agriculture-tourism intersectionality, we developed the Agritourism System's Approach (Figure 1) to facilitate holistic evaluations of agritourism (Barbieri, 2017). The system accounts for the economic, socio-cultural and environmental factors affecting (positively and negatively) the performance of agritourism at three levels of analysis—farmer, farm household (family dynamics and business), and society.
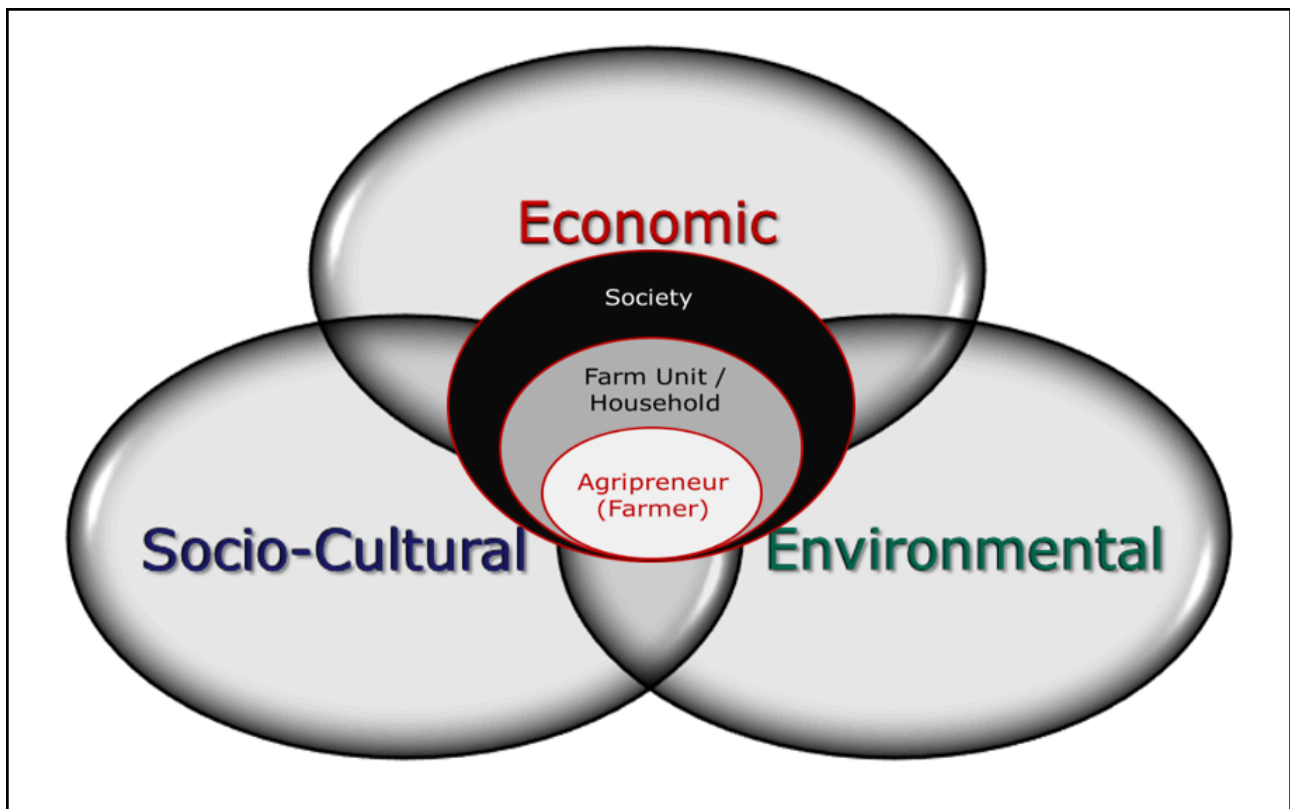
Figure 1. The Agritourism System's Approach (Barbieri, 2017).

The Interdisciplinarity of Agritourism

The intersectionality of agritourism encourages interdisciplinary efforts, which outcomes might have advanced the scholarship of tourism and other fields of study. The most evident interdisciplinary efforts emerge from investigating agritourism within the agricultural and rural contexts. By positioning agritourism at par with other types of farm enterprises (e.g., value added processes), we identified interactions among them (Barbieri, Mahoney & Butler, 2008; Barbieri & Mahoney, 2009). Also, placing agritourism as the recreational function that agriculture provides to society (Barbieri & Valdivia, 2010a) helped to find synergies with sustainable forms of agriculture, namely agroforestry (Barbieri & Valdivia, 2010b), which in turn served to isolate agricultural landscape features that enhance the aesthetic appeal of farms (Gao, Barbieri & Valdivia, 2014). Another interdisciplinary example occurs with education. Although farmers and visitors see agritourism as a means to increase agricultural literacy, the actual evaluation of such outcome required a methodological shift from assessing actors' perceptions to measuring actual change (Barbieri, Stevenson & Knollenberg, 2019). Seeking to measure the impact of agritourism in children's agricultural literacy (in progress), we have developed a children's agricultural literacy instrument for local foods specifically designed for informal learning contexts (e.g., farm visits), thus contributing the field of agricultural education (Brune, Stevenson, Knollenberg & Barbieri, 2020).

A Final Reflection

My fond for my grandparents' farm during my childhood along the struggles that small and medium size farms around the globe are experiencing to remain in business have sustained my research on agritourism. I have tried to summarize some key findings of my research team. Although spanning a mix of topics (e.g., gender, entrepreneurship), epistemologies (e.g., providers, tourists), and methodologies (e.g., quantitative,

geospatial), all our research share two principles. First, we seek to move the needle by either innovating the current knowledge (e.g., agritourism definition, holistic meaning of success), frameworks (e.g., Agritourism System's Approach, recreational multifunctionality), or methods (e.g., using quasi-experimental designs to measure children's agricultural knowledge before and after visiting a farm). Secondly, our research is translational as it nurtures from and contributes to the practice of agritourism. For example, our interactions with farmers offering agritourism informed the adoption of a system's approach to uncover the nuances behind the success of women in agritourism. Towards the end of the project, we developed a series of outputs (e.g., videos, workshops) to increase the public awareness of the women's role in agriculture as well as to support the success of those in agritourism.

Following both principles, we are looking forward to untap our next agritourism investigation!

Acknowledgements

Written by Carla Barbieri, North Carolina State University, United States
Read Carla's letter to future generations of tourism researchers

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7. THE INTERSECTIONS BETWEEN TOURISM, SEX, AND HEALTH - Contributions by Liza Berdychevsky

I have been studying the intersections between sex, tourism, leisure, health, and well-being for over fifteen years, and there has never been a dull moment. What an exciting journey that I would not trade for any other! The transdisciplinary nature of my work has offered numerous rewarding opportunities to collaborate with scholars from other fields and disciplines, including tourism and leisure studies, public health, sexuality studies, human development, family studies, gender studies, gerontology, communication, sociology, criminology, and technology/computer sciences. Nevertheless, my tourism and leisure colleagues have often asked me, especially at the beginning of my research journey, "Liza, why sex? Why haven't you chosen to study another safer/relevant/appropriate/conventional topic?" Some seemed to pose this question with a genuine curiosity regarding the source of my motivation, which is when I dived into an in-depth discussion of the importance, innovation, impacts, and translational capacity of studying sex and its links to tourism, leisure, and health. Others appeared to ask the question in such a sniggering tone that made it evident that they view sex as beneath the dignity of any respectful academic discourse, in which case there was no point in continuing the conversation.

So, indeed, why study sex in tourism? First, sex and tourism have historically dovetailed each other in societal imagination, and various tourist experiences are overtly and covertly marketed as characterized by the supremacy of senses and expectations of sexual intimacy and escapades (Bauer & McKercher, 2003; Carter & Clift, 2000; Berdychevsky, 2016; Oguz Kiper & Ulema, 2021). Second, evidence shows that tourism contributes to the geographical expansion of sexually transmitted infections (Brown, Ellard, Mooney-Somers, Prestage, Crawford & Langdon, 2014; Qvarnström & Oscarsson, 2014; Vivancos, Abubakar, & Hunter, 2010). Third, studies have demonstrated that many kinds of tourist experiences offer a unique social reality that affects people's sexual behavior by offering perceived anonymity, diminishing sexual inhibitions, and encouraging sexual adventurousness and risk taking (cf. Berdychevsky, 2016; Eiser & Ford, 1995; Milhausen, Graham, Crosby, Ingram, Tetro, Bransfield & Yarber, 2020; Ragsdale, Difranceisco & Pinkerton, 2006; Thomas, 2005). Fourth, tourists' sexual experimentation often has short- and long-term positive and negative impacts on their health, well-being, and identity (Berdychevsky & Gibson, 2015a, Berdychevsky, Gibson, & Poria, 2013; 2015). Thus, it is essential to develop evidence-based, comprehensive, and context-specific sexual health education programs explicitly targeting tourists (Bauer, 2009; Berdychevsky, 2017a;b, in press|c; Matteelli & Capone, 2016; Tanton, Johnson, Macdowall, Datta, Clifton, Field & Mercer , 2016). Finally, one of the primary foci of the relatively small amount of scholarship on sex in tourism has been on commercial sex tourism, which overshadowed the complexity and importance of sexual expression in tourism devoid of financial transaction and contributed to the narrow "tunnel vision" of the intersections between sex and tourism (Berdychevsky & Carr, in press; Berdychevsky, Poria, & Uriely, 2013a; McKercher & Bauer, 2003).

Despite the above reasons for and benefits of studying sex in tourism, it has been a severely understudied area of research relative to the central roles of sex in various tourist experiences (Berdychevsky & Carr, in press; Carr & Poria, 2010). This might be the case due to the social norms and values mitigating against open and honest discussions of sex in general and in academia in particular (Berdychevsky, 2018; Carr, 2016), which is hypocritical (to say the least) in a Western society saturated by the public displays of sex (Attwood & Smith, 2013; Berdychevsky & Carr, 2020a; Lucas & Fox, 2019). Studying sex also presents numerous methodological challenges revolving around institutional approvals (i.e., increased scrutiny by the institutional review boards/ethics boards), access, safety, privacy, confidentiality, social desirability, reactivity, measurement, validity, generalizability, and reflexivity (Berdychevsky, 2021; Berdychevsky & Gibson, 2015b). Another limitation is the fact that the limited available knowledge on sex, tourism, and travel

is scattered across the sibling fields of tourism, leisure, and sexual travel medicine, and the silo mentality prevents effective cross-pollination and advancement of this body of knowledge (Berdychevsky, 2018). Also, sex in tourism falls in the category of risky research that can be more challenging to publish in tourism journals. Consequently, junior scholars are often advised to refrain from or postpone risky research to have a smooth(er) sale through the hoops of promotion and tenure (Berdychevsky, 2021; Hammond & Kingston, 2014; Williams, Prior, & Thomas, 2021). These challenges discourage academics from exploring sex in tourism as a legitimate research topic and interfere with developing this valuable body of knowledge.

Another tendency that I have noticed is that many colleagues in our field find it easier to appreciate the value of research that treats sex as an issue to be fixed. Indeed, as a field, we gravitate towards the socially defined righteous topics (such as eliminating commercial sex tourism or mitigating tourism's contribution to the spread of sexually transmitted infections across the globe), while sexual expression, pleasure, exploration, and transformation have gained very limited attention (Berdychevsky & Carr, 2020a, in press; Berdychevsky, Poria & Uriely, 2013b; Frohlick, 2010). Hence, my studies on sexual risk taking in tourism and sexual health education for tourists have been received with less resistance than studies investigating sex holistically to understand its roles in various tourist experiences. However, although some sexual behaviors in certain contexts can be risky and even criminal, which begs for effective health and criminal justice interventions, overall, sex is an integral and rewarding part of human nature that should be understood, appreciated, and celebrated (Berdychevsky & Carr, 2020a; Resnick, 2019). Failing to understand the roles of pleasure at the nexus of sex and tourism is shortsighted because "to ignore this reality is to fail to understand the position of sex in tourism" (Carr, 2016, p. 194). With these ideas in mind, my most concerted efforts to address the gaps in knowledge on sex in tourism are reflected in the edited book titled, "Sex in tourism: Exploring the light and the dark" (Carr & Berdychevsky, in press) and the special issue in *Leisure Sciences* titled, "Innovation and impact of sex as leisure in research and practice" (Berdychevsky & Carr, 2020b). In addition, I believe that my following thematically organized research contributions have shed some much-needed light on the under-researched phenomena at the nexus of sex, tourism, health and wellbeing, and sexual health education.

Women's sexual behavior, surveillance, resistance, and technologies of the self in tourism

Sexual behavior and health comprise one of the areas where gender-specific research attention is particularly urgent due to the influence of sexual double standards that set divergent expectations and norms of sexual behavior for men and women (Hensman Kettrey, 2016). My research contributed to understanding the perceptions, feelings, meanings, and outcomes of women's sexual behavior in tourism. It revealed that many women construe their tourist experiences as a liminoid realm, chora time-space, or heterotopia where they can explore, transform, and resist through sexual behavior with steady or casual sexual partner(s) (Berdychevsky, Gibson, & Poria, 2013; 2015). Within the liminoid space characterized by transition and a sense of being between and betwixt social orders (Turner, 1974), women can perform beyond the routine gender-biased norms and rules of appropriateness applied to sexual behavior. Within the chora tourism space allowing for creation, transformation, and exploration of multiple subjectivities (Wearing & Wearing, 1996), women can experiment with their sexual behavior and reconstruct their selves through alternative sexual comportment.

Within the post-structuralist view of tourism as heterotopia—a space functioning as a counter-site where daily social order is transgressed, contested, and inverted (Foucault, 1986), women can resist the gender-biased norms of appropriate sexual behavior, leading to feelings of control, maturity, challenge, growth, adventurousness, and empowerment. This resistance also contributes to the inversions of sexual roles (Foucault, 1984), manifesting themselves through the triplex of mind, language, and body (Berdychevsky et al., 2015). These inversions can be understood as technologies of the self that revolve around subjectification, care of the self, and challenging the injustice in the societal status quo (Foucault, 1988). Following the latter,

technologies of the self-aim at self-transformation through resistance to the normalization and surveillance of the technologies of power (Foucault, 1976; 1977). Nevertheless, even anonymous tourism environments are not devoid of surveillance because even when women view social surveillance as reduced or vanished, the internalized social values—i.e., self-surveillance—still control their sexual behavior (Berdychevsky, Gibson, et al., 2013).

To conclude, it is crucial to appreciate the diversity of sexual expression in tourism and its complex meanings. Thus, my research has offered a taxonomy of women travelers' non-commercial sexual behavior based on the nature of the changes in sexual behavior in tourism compared to everyday life (in terms of quantity, quality, and diversity); the kind of sexual partner involved; the associated motivations, perceptions, and meanings; the types of tourist experiences; and the impacts of sexual behavior on the overall satisfaction with the tourist experience (Berdychevsky et al., 2013b). This complexity was also translated into practical recommendations for various tourism and hospitality accommodations (e.g., hotel, bed and breakfast, hostel, backpacking lodge) regarding the design and management of their private and public spaces to maximize privacy, safety, and appropriate arousing atmosphere (Berdychevsky et al., 2013a).

Gender and sexual risk taking in tourism

Through my research of women's sexual behavior in tourism, I have discovered that it often involves various forms of risk taking, with a plethora of positive and negative outcomes. I felt compelled to investigate it. Consequently, my research contributed a qualitative phenomenology of women's sexual risk taking in tourism, revealing it as a complex and multifaceted phenomenon (Berdychevsky, 2016; Berdychevsky & Gibson, 2015a). Its phenomenological textures (i.e., noema—the "what" of the phenomenon) include physical, sexual health, social, emotional, mental/self-perceptional, and cultural and legal aspects (Berdychevsky & Gibson, 2015a). Physical textures revolved around physical and sexual violence and the prospect of abduction, while sexual health textures involved sexually transmitted infections and unwanted pregnancy. Social textures incorporated a damaged reputation and feeling judged or embarrassed, while mental/self-perceptional textures spanned the violations of personal values and resultant feelings of discomfort and self-rejection. Finally, the cultural and legal textures were comprised of the language barriers, fear of offending local cultural norms, and legal issues with obtaining justice in case of violence. The phenomenological structures (i.e., noesis—the "how" and the "why" of women's sexual risk taking in tourism) were classified into socio-personal and touristic antecedent determinant factors (Berdychevsky, 2016). The socio-personal structures include definitions of sex and the influences of sexual attitudes, sexual double standards, and age/life stage. The touristic structures encompass a sense of perceived anonymity, temporariness/ephemerality, and fun-oriented mentality depending on length, destination, and type of tourist experience. While the socio-personal structures emphasize the cross-pollination between sex-related views in everyday life and tourism, the touristic structures highlight the uniqueness of tourist experiences as contexts for sexual risk taking (Berdychevsky, 2016).

To generalize and conceptualize these phenomenological findings, I have studied them quantitatively (N = 853) and used a combination of the sensation-seeking theory (Zuckerman, 2007) and the tripartite model of context, likelihood, and consequences for understanding risk in tourism (Ryan, 2003) as a theoretical framework. Quantitative results also presented women's perceptions of sexual risk taking in tourism as a multidimensional construct with physical/sexual health, mental/emotional, and socio-cultural factors, whereas women's perceptions of the first two factors varied based on their sensation-seeking propensity (Berdychevsky & Gibson, 2015c). Also, framed by the tripartite model of context, likelihood, and consequences, I have (1) identified the characteristics of the ultimate tourism contexts for sexual risk taking (in terms of the types of tourist experiences, average length, traveling companion(s), and destination); (2) examined the increased likelihood and actual frequency of sexual risk taking in tourism; and (3) classified the expected consequences into three motivational/reward factors of anonymous experimentation, safe thrills and empowerment, and fun and less inhibition (Berdychevsky & Gibson, 2015b). Finally, in this

research, I have developed and validated a measurement scale for sexual risk taking in tourism to serve as an instrument for scholars and practitioners working at the nexus of sex, health, and tourism (Berdychevsky & Gibson, 2015c).

At this point, I felt it was time to examine the under-researched men's non-commercial sexual risk taking in tourism and conduct gender comparisons of sex-related attitudes, perceptions, and behaviors. To this end, I have investigated gender differences and similarities in the sex definitions and perceptions of and experiences with sex and sexual risk taking in tourism (N = 1,278; Berdychevsky, in press|a). I have found that while both genders gravitate toward narrow(er) intercourse-focused definition of sex in tourism, men still had somewhat broader definitions than women. Also, women have consistently rated all 25 proposed sexually risky activities in tourism as significantly riskier than men, and significantly higher numbers of men have experienced all the risky activities in tourism compared to women. The most frequently reported sexually risky experiences in tourism included having sex under the influence of alcohol, having sex in unfamiliar surroundings, having casual vaginal sex, having sex in semi-public spaces, having unprotected sex with a steady partner, attending strip clubs, and having casual oral sex (Berdychevsky, in press|a). While this is a start, I will continue interrogating the roles of gender at the intersection of sex and tourism.

Sexual health education for tourists

Through my research, I aspire to contribute to both theory and practice. Having accumulated substantial insights into sexual behavior and risk taking in tourism, I felt it was time to translate and put this knowledge to work by providing direct input into the development of sexual health education for tourists. The time is ripe because while people welcome the idea of sexual health education for tourists (Berdychevsky, 2017a; Qvarnström & Oscarsson, 2014), existing sexual health education options are scarce, unsatisfactory, and severely under-researched and poorly understood (Berdychevsky, in press|b; Matteelli & Capone, 2016; Tanton et al., 2016). To address this gap, I have conducted a sequential mixed-methods qualitative-to-quantitative study exploring the importance of sexual health education for tourists and examining the characteristics of successful sexual health messages (Berdychevsky, 2017a; b).

The findings emphasize the necessity for innovative sexual health education for tourists and offer specific recommendations for its design. First, this education needs to focus on encouraging agency and responsibility while informing decisions about safer sex instead of condemning it. Namely, it should adopt comprehensive harm reduction and health promotion approaches (Bridges & Hauser, 2014; Johnson, 2014) instead of the abstinence-only approach. Second, it is essential to develop tourism-focused, gender-sensitive, age-specific messages. This complexity can be accommodated by adopting targeted health communications methods intended for specific segments of the general population. Third, the results suggest varying messages' foci on risks vs. benefits, which can be achieved through framing health messages. Framing motivates behavioral change by modelling loss-framed (e.g., highlighting risks of sexual risk taking) and gain-framed messages (e.g., focusing on the benefits of responsible choices; Gallagher & Updegraff, 2012; Gerend & Shepherd, 2016).

Finally, the study recommends individualizing messages based on risk perceptions and motivations. This can be achieved by adopting a tailoring approach where tailored health communications are designed for individuals based on their personal determinants of risk, psychological antecedents of altering risky behavior, and the setting for implementing the intervention (Noar & Harrington, 2016). To provide input into the antecedent determinants driving the tailoring algorithm, I have identified clusters of sexual risk takers based on their risk perceptions and motivations (i.e., (1) diversely motivated broad risk perceivers; (2) fun-seeking broad risk perceivers; (3) diversely motivated physical risk perceivers; (4) anonymity- and empowerment-seeking risk disregarders; and (5) unmotivated broad risk perceivers) and profiled them in terms of women's intentions to engage in sexual risk taking in tourism, sensation-seeking propensities, perceptions of tourist characteristics, levels of sexual experience, and demographic backgrounds

(Berdychevsky, 2017b). This contribution is important because messages tailored to tourists' perceptions and needs could approximate interpersonal counselling and be delivered using innovative and low-cost computer-tailoring technologies (Berdychevsky, 2017a; in press|c). Further, my contributions in sexual health education for tourists are still unfolding. I am working on implementing the social-ecological ecosystems model to identifying additional characteristics of high-risk groups, honing the content of health messages, developing the tailoring algorithm, finding the optimal timing and delivery modes, assessing tourists' and organizations' willingness to adopt innovative computerized delivery methods, and identifying stakeholders (e.g., tourism industry, healthcare systems in tourist-sending and receiving countries, communities, non-profit organizations) who should be in charge of developing, delivering, and assessing the effectiveness of sexual health education for tourists (Berdychevsky, in press|c).

Social-ecological model of sex in tourism

To provide a comprehensive understanding of sex in tourism and to guide research and practice in the area, I have developed a holistic social-ecological model of sex in tourism that draws evidence from my research and relevant literature (see Figure 1, reprinted with permission from Berdychevsky, in press|b; Berdychevsky & Carr, in press). The model encompasses both non-commercial and commercial sexual behavior and a plethora of positive and negative consequences of sexual expression among tourists and locals, analyzed alongside the light-dark continuum. The model is grounded in the ecological systems developmental theory grasping a complex interplay between individual, interpersonal, community, societal, and global factors affecting human behavior, attitudes, and values (Bronfenbrenner, 1979; 1989). This nuanced approach allows to grasp the complex interplay across multiple micro-level and macro-level factors and stakeholders involved in or affected by the sex and the sexual in tourism (Berdychevsky, in press|b).

The individual social-ecological level includes biological factors and personal knowledge, attitudes, values, skills, and sexual histories. On the light side of the individual level of sex in tourism, we can locate liberated expression, pleasure, increased skills, agency, empowerment, and contributions to sexual wellbeing. Conversely, we can find humiliation, fear, powerlessness, self-rejection, and sexual health issues on the dark side. The interpersonal social-ecological level focuses on the relationships between sexual partners and their immediate social networks.

On the light side of the interpersonal social-ecological level of sex in tourism, we can identify fulfilling and safe sexual relationships among consenting adults (both tourists and locals). On the dark side, we can observe sexual encounters characterized by coercion, exploitation, victimization, and severe power imbalances. The community social-ecological level contains the tourist-receiving community characteristics and resources that might influence or be affected by sex in tourism. On the light side of the community level of sex in tourism, sex in tourism can have positive impacts by raising awareness of pressing sexual issues and contributing to the improvement and modernization of local services, educational programs, and policies. However, on the dark side, sex in tourism can exacerbate illegal prostitution, crime, and community degradation and lead to locals' hostility toward tourists. The societal/country social-ecological level encompasses destination image, sexual rights, and norms in tourist-sending and receiving countries and their impacts on the policies, laws, and available healthcare services. On the light side of the societal/country level of sex in tourism, we can note contributions to equal sexual rights, progressive legal and policy reforms, and cosmopolitan destination images. On the dark side, we can detect the reproduction of power imbalances, corruption, discriminatory laws, and a destination image of the 'world's brothel.' The global social-ecological level incorporates international relationships and organizations, politics, economics, legal issues, and technological advances relevant to sex in tourism. On the light side of the global social-ecological level of sex in tourism, we can recognize improvements in corporate responsibility in the tourism industry and the establishment of international advocacy organizations focusing on sexual rights. On the dark side, sex in tourism contributes to the global spread of sexually transmitted infections, propagates transnational human trafficking, and proliferates the global child sex economy.

It is important to highlight that the impacts of sex in tourism cut across the social-ecological levels. First, at the micro-level, individual and interpersonal sexual dynamics are inextricably intertwined. Second, the aggregated micro-level influences produce ripple effects at the macro-levels of community, country/society, and the globe. In turn, norms, policies, laws, and supply and demand factors from the macro-levels produce conditions that facilitate or inhibit various kinds of sexual behavior at the micro-levels. Thus, the social-ecological sex in tourism model offers a holistic and nuanced analytical prism for future analyses of the complexity and diversity of sexual expression in tourism, thereby contributing to knowledge and practice.

Click to enlarge

Sex in Tourism: Light and Dark Influences at the Social-Ecological Levels

Light side (upper semicircle, from outer to inner rings):

Global: Global awareness, Funding, Transfer of sexual knowledge, Legal and policy reforms, Public opinion campaigns, International advocacy organizations

Societal: Social movements for state accountability, Tourism industry corporate responsibility, Cosmopolitan destination image, Improved sexual rights, Gender and sexual equality, Sexual rights, Education, Services, Advocacy

Community: Awareness, Activism and outreach, Recreation opportunities, Economic opportunities, Programs, Healthcare, Non-judgmental

Interpersonal: Consent, Adults, Bonding, Safe relationships, Fulfilling relationships

Individual: Wellbeing, Expression, Pleasure, Skills, Exploration, Empowerment, Fulfillment

Dark side (lower semicircle, from inner to outer rings):

Individual: Health issues, Fear, Denigration, Powerlessness, Humiliation, Shame

Interpersonal: Coercion, Severe power imbalances, Sexual violence, Victimization

Community: Stigma, Exploitation, Community violence, Community degradation, Hostility toward tourists, Deprioritization of sexual violence, Impunity for tourist offenders, Neo-colonialist exploitation

Societal: National corruption, Local corruption, "Brothel" destination image, Discriminatory laws and policies, Harmful policies, Illegal prostitution, Lack of political will, Global child sex economy, Crime, Racism, Sexism

Global: Trans-national human trafficking, Lack of funding, Spread of sexually transmitted infections

Individual social-ecological level
Includes knowledge, attitudes, values, skills, biological factors, and personal history affecting sexual behavior

Interpersonal social-ecological level
Includes the relationships between the sexual or romantic partners (tourists, locals) and their immediate social networks

Community social-ecological level
Includes the resources and characteristics of the community receiving tourists that might affect or be affected by sex in tourism

Societal/country social-ecological level
Includes destination image, sexual norms, sexual rights, and the ways they are reflected in laws, policies, and healthcare services

Global social-ecological level
Includes international relationships and organizations, politics, advocacy, legal issues, economics, and technological advances

Conclusions

To conclude, sex and tourism will continue being cozy bedfellows whether academia and the tourism industry admit it or not. The arguments and the evidence presented above demonstrate the significance, innovation, and translational capacity of studying sex in tourism as well as the avenues for tourism researchers to connect their scholarship to public health, sexology, criminal justice, and other research areas to overcome the isolation from other disciplines. We cannot trivialize the meaningful and complex links between sex and tourism because they have significant consequences for people, communities, tourist-sending and receiving countries, and the tourism industry. It is crucial to promote cutting-edge, state-of-the-art research at the nexus of sex and tourism to inform the relevant body of knowledge, education, practice, policy, and advocacy to help various stakeholders understand, study, forecast, develop, and manage with respect to sex in tourism.

Written by Liza Berdychevsky, University of Illinois at Urbana-Champaign, United States
Read Liza's letter to future generations of tourism researchers

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8. TOURISM SOCIAL ENTREPRENEURS AND THEIR ROLE IN ACTIVATING THE SDGS - Contributions by Karla Boluk

Fair Trade Tourism as an approach to support and build tourism resiliency and sustainability in South Africa

The contemporary context in which tourism operates is rife with challenges. One specific challenge which has occupied my curiosity over the last 10 years has been the social pillar of sustainability. The broad goals of my research program have been to examine how tourism may be a catalyst to enhance the well-being and quality of life of those involved in, or affected by the sector. My scholarship initially began by exploring alternative (to mass/mainstream) forms of tourism. My intention in my scholarly pursuits has always been to explore the potential of tourism as a social-cultural force as initially discussed by Higgins-Desbiolles (2006). My graduate research examined the emergence of a certification called Fair Trade Tourism in South Africa (FTTSA) and its felt impacts on communities supporting ethical consumption and production. FTTSA was an important certification (and pathway for my research trajectory as I will explain), as the intention was to create benefits (e.g., fair wages, fair working conditions, fair distribution of benefits etc.). Furthermore, the FTTSA certification clearly provided supports for communities who were adversely affected by the segregation laws during the apartheid (1948-1994) and fostered a sustainable and resilient tourism industry.

At the time, there was limited research on fair trade in tourism (see Kalisch 2013; 2010; 2001 as exceptions). As such my research started off as descriptive a.) situating FTTSA certification as different to mainstream tourism approaches (Boluk 2011a; Weeden & Boluk, 2014), the importance of the certification in the context of building a post-apartheid South Africa (Boluk, 2013a; 2013b; 2013c; 2013d), the role of tourism in lifting communities, specifically rural communities out of poverty (Boluk, 2011b; 2011d), the motivations of business owners adopting the certification (Boluk, 2011c), and consumers' decision-making regarding choosing FTTSA among other tourism products (Boluk, 2011d). Notably, my research determined that South African Fair Trade business owners and managers were effective in the reduction of poverty within their rural communities (Boluk, 2011b). This finding responded to my research goal regarding examining ways tourism may enhance well-being. My time thinking and writing about FTTSA led me to draw attention to ethical consumption as the theoretical framework for a book I co-edited entitled *Managing Ethical Consumption in Tourism* published by Routledge (Weeden & Boluk, 2014). This book was an outcome of an invitation to organize a session at the American Association of Geographers (AAG) Conference in New York in 2012.

Recognizing the Important Role of Tourism Social Entrepreneurs in Mobilizing Social Outcomes, Progressing Sustainability Interests and Supporting Rural Destination Development

Following my data collection in South Africa, I returned to the University of Otago in Dunedin, New Zealand to complete my doctorate. While analysing my data, using Critical Discourse Analysis, I became aware of the important role of the entrepreneurs I had interviewed. Specifically, my analysis revealed their roles in facilitating improved development outcomes via tourism, by fostering democracy, enhancing community outcomes, and contributing to positive transformations post-apartheid (Boluk 2011a; 2011c). Notably, upon a deeper analysis of my data I began to recognize their work as important responses considering government deficiencies and market gaps (Boluk, 2011c; 2011b; Boluk & Aquino, 2021). This understanding led me to recognize my informants as social entrepreneurs which was a significant gap in the tourism literature. Some of the social contributions recognized in my work drew attention to business owners who created employment opportunities and shared benefits with their communities (Boluk, 2011b; Boluk & Mottiar, 2014).

We endeavoured to better understand the motivations of tourism social entrepreneurs. We learned lifestyle

motives, acknowledgement, and generating profit, were also centred, leading us to believe perhaps their motivations were murkier than we originally thought (Boluk & Mottiar, 2014); since the literature has typically identified social entrepreneurs as characteristically superior in contrast to conventional entrepreneurs. While recognizing the various ways tourism social entrepreneurs are referred to for example, community leaders, ambassadors, or volunteers (Boluk & Mottiar, 2014) we noted that characterizing such individuals as tourism social entrepreneurs in the literature would better allow us to advance our thinking on these individuals and specifically understand how they contribute to social value creation (Mottiar & Boluk, 2017).

Moving beyond motivational explorations, my research took a more critical turn recognizing the important work of tourism social entrepreneurs in their contributions to sustainability progress and outcomes. Recognizing the situational context of the social entrepreneurs I interviewed in South Africa, specifically responding to inefficiencies on behalf of the local government, I began to realize the power of their efforts in challenging capitalism (Boluk, 2011b) which was largely unattended to in the scholarship. I moved on, with my colleague Ziene Mottiar, to better understand how social entrepreneurs fit into the tourism discourse. Specifically, with this work we were interested in examining how social entrepreneurs were not only relevant for scholars interested in entrepreneurship, but mutually of interest to those spending time thinking about issues on destination development, relationships between stakeholders, tourism policy, and sustainability (Mottiar & Boluk, 2017).

Another important avenue of exploration was using positive theory as a theoretical framework in an exploration with Carol Kline and a member of her team. Our analysis drew attention to the importance of value creation for tourism social entrepreneurs, beyond revenue generation supporting sustainability. Specifically, we found tourism social entrepreneurs leveraged their networks which they identified as a key strategy. Examining the process of social entrepreneurship, we analysed how food social entrepreneurs in North Carolina created value in their communities. We learned they created value by providing a voice for farmers involved, providing healthy alternatives, fostering education, minimizing environmental impacts; thereby supporting sustainability efforts, and striving to foster community (Kline, Boluk & Shah, 2017). This work made a valuable contribution to the limited literature on food tourism social entrepreneurship.

Recognizing the mutual interests of these two scholarly teams, we amalgamated and designed a cross-case analysis of our data sets in South Africa, Ireland, and North Carolina. Upon engaging in a reanalysis of our data sets side by side, we emphasized the important roles of tourism social entrepreneurs in rural destination development (Mottiar, Boluk & Kline, 2018). Our cross-case analysis revealed three specific roles of tourism social entrepreneurs specifically in rural areas namely as opportunists, catalysts, and network architects. This theoretical framework offered a way to examine the tourism social entrepreneur (Mottiar et al., 2018). Recognizing the important work of tourism social enterprises and the individuals driving them, a team of us offered an enhanced, mutually beneficial, responsible, and more relevant definition of tourism. Confronting the traditional definitions and approaches to tourism solely centring the tourist, their desires and the economic revenue derived from their actions, our work re-centred our attention on the host communities (Higgins-Desbiolles, Carnicelli, Krolikowski, Wijesinghe & Boluk, 2019). In our explanation of how this way of tourism may be mobilized, we explain it is incumbent upon governments to authorize and prioritize social enterprises in destinations, to ensure benefits are retained locally.

Recognizing the gaps in the tourism social entrepreneurship scholarly literature

Following an invitation to contribute to the Elgar *Handbook of Tourism Impacts* edited by Stoffelen & Ioannides (2021) I engaged in a deeper analysis of the state of the tourism social entrepreneurship literature. Along with my colleague Richard Aquino, we determined while the concept of tourism social entrepreneurship is gaining attention, an examination of the specific impacts of this stakeholder is rather limited. Accordingly, the aim of our analysis was to examine the impacts of tourism social entrepreneurs and their enterprises guided by Gartner's (1985) framework describing venture creation, comprising the individual, organization, process, and environment. Our examination revealed the two aspects of Gartner's (1985) framework receiving the most attention were the individual and organization, and the process and

environment have received the least attention in the literature. We recognized tourism social entrepreneur's efforts in promoting community empowerment, sustainable livelihood development through the reduction of poverty, promotion of sustainability and many of the UN SDGs (although not explicit in the literature), healthy lifestyles and healthy communities, promotion of peace and social justice, cultural heritage preservation, inclusivity through women empowerment (although limited) and engaging youth and senior citizens (again limited), ethical consumption in tourism, and equitable tourism supply chains (Boluk & Aquino, 2021).

Our analysis specifically noted the limited scholarly research exploring diversity and we noted the absence of women tourism social entrepreneurs (Boluk & Aquino, 2021). This is important because we reviewed the lessons learned from the absence of women in the traditional entrepreneurship literature, which reinforces masculine understandings of success-solely emphasising profit (see Cole, 2018; Kimbu, de Jong, Adam, Afenyo, Adeola, Figueroa & Ribeiro, 2021). To avoid history repeating itself, we underscored the importance for future research to uncover the specific impacts of women tourism social entrepreneurs. Building on Higgins-Desbiolles and Monga's (2020) analysis on women tourism social entrepreneurs we encouraged others to use a feminist ethics of care lens to uncover women's agency and impacts on their communities. We also noted few studies attending to indigenous tourism social entrepreneurship despite Koh and Hatten's (2002) work suggesting an increase in the supply of indigenous tourism entrepreneurs particularly in an educational capacity to support sustainability nearly two decades ago. Furthermore, diverse sexual orientations and perspectives from the LGBTQIA+ community regarding their role as tourism social entrepreneurs or leading tourism social enterprises was absent in our review of the literature (Boluk & Aquino, 2021). We concluded our contribution by noting the contemporary crises we are confronted with necessitates attending to local, gendered, and indigenous perspectives in tourism. Doing so, will allow us to better understand their unique and valuable perspectives in designing and implementing social enterprises supporting sustainability (Boluk & Aquino, 2021).

Critical reflections on the United Nations Sustainable Development Goals

Building on my general sustainability interests, scholarship in the area of transformative education and critical pedagogy (see for example Boluk & Carnicelli, 2019; Boluk, Cavaliere & Duffy, 2019; Carnicelli & Boluk, 2017; 2021) and curiosity regarding the role of tourism in making positive impacts, I engaged in a critical analysis of the United Nations Sustainable Development Goals (SDGs) with my colleagues Christina Cavaliere and Freya Higgins-Desbiolles (Boluk, Cavaliere & Higgins-Desbiolles, 2019). Our initial call for papers and Special Issue (SI) published in the *Journal of Sustainable Tourism*, served as the inaugural SI focused on the SDGs in tourism (Boluk Cavaliere & Higgins-Desbiolles, 2017; 2019). This was important because the United Nations World Tourism Organization (UNWTO) declared 2017 as the International Year of Tourism signalling the opportunities for tourism to drive change and mobilize the SDGs. Furthermore, it was previously indicated that the SDGs had received limited attention in the scholarly literature (Bramwell, Higham, Lane & Miller, 2017).

The 14 papers presented in our SI considered through a critical lens how the SDGs may be understood and realized from multiple worldviews and disciplinary perspectives. We argued the academy must work more critically to reflect the realities of global communities, as related to, and impacted by, sustainable tourism development. Our SI fostered the next phase of sustainable tourism scholarship pursuing the interconnections of the UN SDGs to tourism theory and praxis, activating critical thinking to analyse and critique the SDGs, and advance sustainability in tourism systems. My main contributions with my fellow guest editors included the presentation of a six-theme conceptual framework in consideration of both reformist and radical pathways to support sustainable transitions in tourism. The six themes we proposed for interrogating transformed futures in tourism include: critical tourism scholarship, gender in the sustainable development agenda, engaging with Indigenous perspectives and other paradigms, degrowth and the circular economy, governance and planning and ethical consumption (Boluk, Cavaliere & Higgins-Desbiolles, 2019).

Considering the role of tourism social entrepreneurs in progressing the United Nations Sustainable Development Goals

Recognizing the emphasis of tourism social entrepreneurs in predominantly southern geographic contexts in the literature, their role in leading change, and as a way to advance my efforts in the area of tourism and the Sustainable Development Goals, I was awarded and I am currently leading a Tri-Council peer-reviewed SSHRC *Insight Development Grant*. The funded project is exploring the role of tourism social entrepreneurs with a specific interest in the role of women and indigenous tourism social entrepreneurs. The context is focused on two tourism counties in Southern Ontario, Canada. The intention is to understand tourism social entrepreneurs' responses to the United Nations Sustainable Development Goals and recognize any specific barriers (pandemic related or otherwise) entrepreneurs may face in implementing sustainability activities. Canada is an important context given the limited attention paid to the nation's sustainability efforts. I expect that the findings will generate new theory on the role of tourism social entrepreneurs in driving the SDGs.

Acknowledgements

Written by Karla Boluk, University of Waterloo, Canada
[Read Karla's letter to future generations of tourism researchers](#)

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9. WOMEN AND ECOTOURISM OPPORTUNITIES IN UGANDA - Contributions by Brenda Boonabaana

Introduction

Since 2008, I have been researching rural women and tourism development, including the gender impacts of tourism. My work has consistently concurred with other scholar arguments about the influence of gender expectations and norms on women's meaningful engagement in tourism including posing limitations on their time to attend to social and tourism demands. I have also come to learn about, and appreciate, the different ways through which rural women circumvent some of their gender-based constraints, to join and engage in the tourism work space while gaining positive social-economic outcomes for themselves and their families, as well as disrupting some traditional gender relations.

Therefore, tourism not only creates opportunities for local community livelihoods but also works as an avenue for rural women to confront traditional marginalisation and associated gender inequalities. By earning their own income, spending on things that matter to their lives, and becoming economically independent beings, rather than depending on their husbands, women in a Ugandan eco-tourism destination are gaining opportunities for themselves, families and community at large. This piece highlights how women in a traditionally male dominated society of South Western Uganda (Mukono Parish), close to Bwindi Impenetrable National park are breaking through some of the traditional norms to become tourism entrepreneurs and employees, while enabling key social-economic changes in their locality.

Patriarchy as a key organizing system

Patriarchy provides a foundation upon which unequal gender relations are constituted, nurtured and maintained. It shapes the different opportunities for men, women, girls and boys, with opportunities more skewed to men than women. Sylvia Walby (1990) defined patriarchy as a system of social structures and practices in which men dominate, oppress and exploit women. It informs the social gender norms and relations, including who does what, how and why, across different generations. The patriarchal dividend accords men higher social entitlements around material assets, status and authority, while positioning women and girls to lower and less lucrative social opportunities (Connell & Messerschmidt, 2005). Patriarchy therefore plays a role in shaping women and men's unequal access to resources and freedoms, thus affecting their voice, power and sense of self. It creates severe cultural inhibitions to the aspiration and productive capacity of women. Gender norms intersect with other norms and inequalities such as age, race and ethnicity, class, disability, to further disadvantage women and girls. As women join the tourism sector, they face gender related constraints especially with balancing family care roles and tourism economic demands and strong patriarchal systems, as previously noted by other studies (UNWTO, 2019; Handaragama & Kusakabe, 2021; UNCTAD, 2017; Nomnga, 2017; Tshabalala & Ezeuduji, 2016; Parashar, 2014; World Bank, 2013).Nevertheless, the tourism sector opens opportunities for confronting patriarchy and its associated inequalities, while enabling gender equality outcomes in various tourism destinations.

Gorillas conservation, community-based tourism and livelihood shifts

In the wake of gorilla conservation at Bwindi Impenetrable National park, South Western Uganda in 1991, various tourism income generating opportunities came up. A mix of community-based tourism initiatives such as cultural dances, handcraft shops, agri-tourism ventures and accommodation facilities have since been opened up by both local men and women. While local livelihoods have been diversified beyond subsistence farming to incorporate tourism-based businesses, their operations are influenced by the local gender dynamics. For instance, cultural dances and handcraft production are mainly run by women and youth while men have taken on several management roles across the different community owned tourism initiatives, especially the lodges, guiding and leadership roles.

Nevertheless, progress has been made with some women venturing into tourism as entrepreneurs, especially, through the collective approach. A case in point is the ride 4 a woman women's initiative founded by a local woman, and works with other women members, to go beyond cultural performances and handcrafts, to owning a lodge that doubles as an income generating activity and a shelter for domestically violated women. This investment has become a key milestone for women who come together to work but also speak about addressing domestic violence and protecting their personal dignity, and that of their fellow women and girls. Women have also invested in microfinance schemes through which they save, access credit and reinvest in non-tourism businesses such as farming and tailoring. Their work has eased their burdens in terms of paying school fees for their children, catering for household items and family nutrition.

In addition, there are changes around women investing in women's non-traditional assets such as land and houses. These outcomes have become important "statements" that signify tourism's potential for social-economic change. Overtime, my research has indicated the critical role of women's tourism collectives to advance common and individual goals, and the ability to go beyond their personal agenda to contributing to family and community needs.

Confronting patriarchy and enabling social change

The experiences of women living in a rural tourism destination of Mukono, Bwindi Impenetrable National Park allude to the understanding that ecotourism presents opportunities for rural and less educated women, creating avenues for challenging patriarchy and cultural status quo, and enabling changes in the social arena. This is consistent with similar works in other contexts in Cameroon (Kimbu and Ngoasong, 2016) and Turkey (Tucker,2007). Secondly, the importance of women's collectives is critical for their entry into the tourism space and associated gains. Women's tourism income generating opportunities have not only uplifted them but have also enabled the wellbeing of their families and the wider community , while creating positive local perceptions about women working outside the home. If such efforts continue to be supported and strengthened, they will go a long way to contribute to gender equality and wellbeing at various levels. Finally, while the global COVID19 pandemic has affected women's tourism gains, more information on how women working in tourism in Bwindi and other Ugandan rural eco-tourism destinations have been able to deal with the adverse effects of the pandemic and the alternative livelihoods that shielded them from the recent COVID19 shocks.

Written by Brenda Boonabaana, Makerere University, Uganda & University of Texas at Austin, USA
Read Brenda's letter to future generations of tourism researchers

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10. ISLAND(ER) TOURISM PERSPECTIVES - Contributions by Teresa Borges-Tiago

Living on an island, conducting research focused on the island context, and sharing your findings with the world make you reflect on tourism behavior and the different dimensions of the unique and rich tourism ecosystem. Questions arise regarding what tourist destinations have to offer and how tourism and hospitality firms act to ensure a meaningful travel experience. Simultaneously, questions also arise regarding the distinctive components of the tourism ecosystem and regarding how tourists value these components offered to them in their traveling experiences. Therefore, for almost ten years, I focused on tourists' behavioral patterns and the response from tourism and hospitality firms and destination marketing organizations (DMOs). In particular, I focused on tourists' reviews and comments on which tourism and hospitality firms and DMOs are highly dependent, as well as surveys conducted with different stakeholders, bringing my marketing expertise to the tourism and hospitality field.

Small islands are attractive tourism destinations due to their natural resources, peripheral locations, and unique attractions (Tiago & Borges-Tiago, 2022; Tiago, Faria, Cogumbreiro, Couto, & Tiago, 2016). However, their ecosystems are fragile. They are highly dependent on the exterior and transportation and communication systems (McElroy, 2003; Ridderstaat & Nijkamp, 2016). My homeland – the Azores – is a living lab due to the economic, social, and environmental diversity found in nine small islands, which are attractive to tourism.

In the latest years, Azores has been considered a sustainable tourism destination, being the first archipelago to receive international accreditation by the Global Sustainable Tourism Council. This challenges decision-makers to run a sustainable development path and, at the same time, puts the archipelago under the spotlight and preferences of tourists.

Two main frameworks have always been used in my contributions to the field, supporting my multi-tier approach to the tourism ecosystem: smart tourism and sustainable tourism. The interconnection between these two concepts, smart tourism and sustainable tourism, could be assessed by conducting conceptual and empirical studies related to them (Buhalis, 2020; Gretzel, Sigala, Xiang, & Koo, 2015; Koo, Park, & Lee, 2017, Gossling, Ring, Dwyer, Andersson, & Hall, 2016; Maxim, 2016; Yasarata, Altinay, Burns, & Okumus, 2010), This interconnection is particularly relevant to an island context, especially in the case of small islands, due to the particularities of island ecosystems.

Tourism and technology implications

For decades, tourism and hospitality firms were of prime importance to the communication process related to tourism. The growing symbiosis between technology and tourism has changed how companies and tourists interact (Buhalis, 2020; Xiang, 2018). In this regard, social media has had the most significant impact. Changes have occurred in three main domains (Zeng & Gerritsen, 2014): (1) digital marketing strategies of tourism and hospitality players (firms and destinations); (2) channels that allow peer-to-peer communication, such as thematic social networking sites; and (3) the creation of virtual communities.

Several approaches have been taken to analyze the communication process related to tourism, one of which explored the sophistication level of tourism and hospitality websites and existing communication strategies. Following an approach similar to that presented by Limayem, Hillier, and Vogel (2003) regarding

the sophistication of website communication, the efforts of three destinations—the Azores, the Canary Islands, and Madeira were evaluated (Tiago, Borges-Tiago, Varelas, & Kavoura, 2019).

Thematic social networking sites such as TripAdvisor are important tools for tourists because they help tourists decide which hotels to book and what restaurants or tourist attractions to visit. Therefore, they have become a visible part of tourism communication. To this end, several studies have been conducted since 2015 regarding tourists' interactions on TripAdvisor (Amaral, Tiago, & Tiago, 2014; Amaral, Tiago, Tiago & Kavoura. 2015; Borges-Tiago, Arruda, Tiago, & Rita, 2021; Kavoura & Borges, 2016; Rita, Ramos, Borges-Tiago, & Rodrigues, 2022; Tiago, Amaral & Tiago 2015, 2017; Tiago, Tiago & Amaral, 2014).

Reviews from tourists, published on user-generated content (UGC) sites, may take the form of small free texts, ratings on a pre-defined scale, and photos and videos. These manifestations of users' opinions are regarded as electronic word of mouth (eWOM) (Jeong & Koo, 2015). Tourists tend to refer to these reviews and ratings before making vacation plans (Gretzel & Yoo, 2008; Melian-Gonzalez, Bulchand-Gidumal, & Lopez-Valcarcel, 2013; Min & Park, 2012).

eWoM, generated in the form of online evaluations on specialized experience-sharing platforms, is considered reliable (Park, Wang, Yao, & Kang, 2011), and therefore, it is considered more efficient than other marketing strategies in influencing consumer behavior (Hu & Kim, 2018). eWoM often reflects a hotel's reputation (Filieri & McLeay, 2014; Hu & Kim, 2018; Viglia, Minazzi, & Buhalis, 2016). Consequently, this influences tourists' reservation attitudes and intentions (Hu & Kim, 2018; Zhang, Ye, Law, & Li, 2010).

eWoM, generated in the form of online evaluations on specialized experience-sharing platforms, is considered reliable (Liu & Park, 2015), and therefore, eWoM is more efficient than other marketing strategies in influencing consumer behavior (Hysa, Karasek, & Zdonek, 2021).

In general, information has the power to arouse interest. It influences buying behavior and the performance of tourism offers at large. In this sense, information may be said to directly influence the revenues of tourism firms and tourist destinations, as well as the total number of hotel and restaurant bookings. Positive information such as positive reviews is likely to increase revenues, whereas negative information such as negative reviews may damage firms' reputations (Anagnostopoulou, Buhalis, Kountouri, Manousakis, & Tsekrekos, 2019). These factors combined directly influence tourist satisfaction and overall service expectation.

Nonetheless, as Shin, Song, and Biswas (2014) indicated, little is known about the factors that influence tourists' decision to choose a particular platform over others when posting reviews. In this regard, some authors have noted that while some tourism and hospitality firms invite clients to post comments others refer to the influence of the platform itself by asking users to comment on past experiences (Zhou, Yan, Yan, & Shen, 2020).

Three major groups of reviews based on characteristics must be considered, regardless of the model under study. The first group is simple and easy to obtain and comprises users' ratings, the number of useful votes received, and valence (Tiago, Couto, Faria, & Borges-Tiago, 2018). The second group is more difficult to obtain than the first and also difficult to manage. It comprises the relevance of reviews, their value to tourists, and their completeness and trustworthiness (Amaral et al., 2015). The third group considers the sentiment and tone of the expressed voice, which reflects tourists' overall satisfaction with the experience (Rita et al., 2022).

The richness of this field has led to the development of the research project, Smart Tourism- Azores (PO 2020 ACORES-01-0145-FEDER-000017 with founding from AÇORES 2020, through FEDER – European Union). This project aimed to analyze firms' and tourists' behavior in the digital domain to increase the responsiveness of the regional sector tourism cluster within the RIS3 (regional specialization sectors) strategy.

The initial results of this project suggested that technology needed to be seen as an enabler in tourism development, enhancing the tourists' experiences and providing information to all the members of the

ecosystem. However, additional efforts were required in what concerns the genuinely sustainable development of the nine islands, combining the actions of the DMO and local firms to promote a sustainable tourism development valued and communicated by locals and recognized and appraised by those who visit the islands.

Tourism and sustainability

As sustainable tourism development became a key issue for tourism destination planners and managers, its concept and application received considerable attention within academia and in policy agendas at all government levels (McLennan, Ritchie, Ruhanen, & Moyle, 2014).

Since the 1990s, tourism firms, especially hotels, have undertaken different voluntary activities to demonstrate their commitment to sustainable tourism. These activities range from adopting codes of conduct to obtaining eco-labels and implementing environmental management systems (Ayuso, 2007). However, some firms consider that obtaining tourism eco-labels is expensive and time-consuming (Karlsson & Dolnicar, 2016). Additionally, eco-labels seem to have limited marketing power based on the varied responses from visitors (Patterson, Niccolucci, & Bastianoni, 2007). Therefore, lodging firms are reluctant to invest in eco-labels because they are expensive and not highly valued by clients (Karlsson & Dolnicar, 2016; Karuma, 2016). When considering sustainability in the context of hospitality and tourism, a paradox arises. On the one hand, firms communicate unique and exquisite experiences to meet and exceed tourists' expectations. On the other hand, they communicate the measures they have taken to develop the tourism infrastructure and reduce resource consumption, which may diminish the overall experience (e.g., recommending tourists to use their towels for more than one day) (Jones, Hillier, & Comfort, 2016).

Policymakers, managers, and academics are well aware that the actions of individual entities or organizations cannot define the future of the tourism industry, implying the need for a larger local and global movement towards sustainable tourism. This need has led to the development of plans and principles by organizations that represent destinations and the tourism sector worldwide. However, a consensus is lacking on two key points: (1) whether policy efforts align with private firms' sustainable practices (Yasarata et al., 2010), and (2) whether private tourism firms communicate on eco-labels following a contamination process.

Considering the issues related to consensus, Tiago et al. (2016) analyzed how hoteliers and guests perceive sustainable practices and accreditation systems. Further, Tiago, Gil, Stemberger, and Borges-Tiago (2021) analyzed digital sustainability communication in tourism.

The sustainable tourism approach is critical in the case of small islands and should lead to combined actions from all stakeholders. This approach promotes a balance between development and conservation and simultaneously values natural and cultural resources. Therefore, it considers the well-being of both the local population and the tourists who visit tourist destinations. As previously noted, the Azores was the first archipelago in the world to pursue a tourism destination sustainability accreditation. Aligned with this policy initiative, a new research project called the Taste Azores Sustainable Tourism Experiences (TASTE) (PO 2020 ACORES-01-0145-FEDER-000106 with founding from AÇORES 2020, through FEDER – European Union was designed. This project aimed to promote the regional gastronomic heritage, which is an intangible constituent of cultural heritage. The gastronomic heritage has proven to be a source of differentiation and a basis for initiatives to enhance the destination's tourism offers (Galvez, Granda, Lopez-Guzman, & Coronel, 2017; Wang, 2015). The gastronomic and wine heritage of the Azores strongly reflects the local culture and can be considered a factor of differentiation and appreciation of the destination's offer. It links the production of primary and secondary sectors with traditions, thereby creating a unique combination of sensory and rational experiences. These experiences are distinct to each of the nine islands and enhance the development of sustainable and differentiated tourism strategies in the archipelago (Tiago, Fonseca, Chaves, & Borges-Tiago, 2021).

Conclusions

I have been conducting research in the tourism and hospitality field over the past eight years. My research has led me to conclude that this field is quite rich and diverse. My conclusion is largely based on the specifications of tourist destinations and ever-evolving tourist behaviors, using my personal and woman view of the industry (Tiago, Couto, Tiago, & Faria, 2016; Tiago & Tiago, 2013). The recent Covid-19 pandemic highlighted the major challenges in the tourism industry, especially for small islands (Tiago & Borges-Tiago, 2022). It highlighted the need for a smart and sustainable approach that will promote consistent tourism development in small contexts.
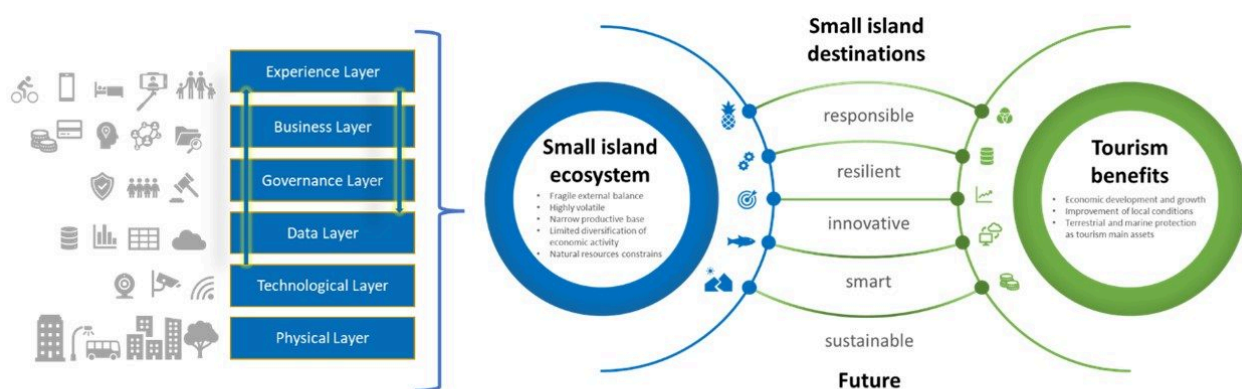
Source: Adapted from Tiago and Borges-Tiago (2022) [Click to enlarge]

Significantly, several studies related to islands have been conducted to not only support islands' local ecosystems but also enhance tourism and hospitality knowledge worldwide. My research in this field is ongoing, and I have gained significantly from the useful insights and inspiration provided by my colleagues and friends, journals editors and reviewers, workers belonging to tourism and hospitality firms, and policymakers.

Written by Teresa Borges-Tiago, Universidade dos Açores, The Azores

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11. TERRITORIAL INNOVATION IN TOURISM - Contributions by Filipa Brandão

I have started my academic career in 2004, when I decided to pursue my graduate degree in Tourism Management and Planning. At this time, I was very interested in analysing the role of management information in supporting decision-making in tourism and subsequently, the overall competitiveness of tourism destinations. While doing my Master thesis on this topic, I got in touch with many regional-level tourism organisations and, out of the many findings and conclusions of this study, one thing that stood out (as an intermediate output) was the role and relevance of the tourism territories and how all tourism stakeholders interrelated with each other concerning information creation and exchange.

These dynamics related to knowledge and information started to interest me very much and, when it came to define the topic for my PhD research, I started to read about it. These readings lead me to the work of Lundvall (1992, p.1), who stated that "*the most fundamental resource in the modern economy is knowledge and, accordingly, the most important process is learning*". This idea set the ground for the initial development of national innovation systems, and then regional innovation systems, a concept that was first introduced by Philip Cooke in 1992 and is nowadays widely used by several academics when studying innovation processes in regional economies (Asheim & Coenen, 2004; Cooke, Gomez Uranga, & Etxebarria, 1997; Cooke, Heidenreich, & Braczyk, 2004, among others; Doloreux, 2004; Landabaso, Oughton, & Morgan, 1999). At this point, I realised that there was little research about innovation in tourism, especially when considering territorial dynamics. The seminal works of Hjalager (1997, 2000, 2002) and Hall and Williams (2008), alongside the critical review of territorial innovation models developed by Moulaert and Sekia (2003), led to the decision in which my academic career is grounded for the last 14 years: I wanted to understand the territorial dynamics underlying innovation in tourism.

In terms of specific topics, I can highlight my contributions in (i) the design and creation of a Regional Tourism Innovation System Model; and (ii) researching tourism innovation networks through sociometric analysis. Later, I became also involved in supervising PhD thesis in extremely interesting, related topics, as well as assumed academic duties that, more indirectly, have also contributed to the research field.

Regional Tourism Innovation Systems

I started researching about territorial innovation in tourism under the supervision of Prof. Carlos Costa and Prof. Dimitrios Buhalis, while pursuing my PhD. The main objective was to understand how regional innovation systems worked in tourism and how they could be developed in destinations to foster the creation of an environment supportive and conducive to successful innovations and sustainable development. At the time, the existing studies on innovation focused mainly on manufacturing firms, and theoretical and empirical studies about tourism innovation were still moderate and mostly conceptual. The acknowledgement of the importance that the territory has in destination development, conducted to a path focusing on the relationship between tourism innovation, firms and destinations, as an integrated whole. In fact, the evolution of innovation models demonstrate that the practice of innovation in firms started from linear, sequential and atomistic processes developed entirely within the scope of the firm (Rothwell, 1994), towards the most recent models in which firms, in order to be successful, develop their innovation in a networked environment, with strong patterns of cooperation not only with other businesses, but also suppliers, customers, universities, research centres, etc. and highly supported by interactive knowledge creation, knowledge sharing and collective learning (Chaminade & Edquist, 2005). Thus, the

territory in which innovation develops has a critical role, as it provides the necessary conditions for it to develop. A significant contribution of this work was the development of a conceptual and operational model that depicts the elements, functions, and processes within a regional tourism innovation system (Brandão, 2014; Brandão & Costa, 2012) and its validation in two distinct regions, through a comparative analysis. Additional, more specific contributions can be highlighted, such as the implementation of tourism innovation through public participation (Costa & Brandão, 2011) the role of different types of knowledge in tourism innovation (Brandão et al, 2020a) or the hotel's managers' innovation practices according to their gender (Brandão et al., 2020b).

Innovation networks in Tourism

The analysis of territorial innovation dynamics led, inevitably, to the topic of networks. This was especially relevant, due to the long-established tradition of the Tourism Research Group of the University of Aveiro, where I was and am based, in studying the dynamics of tourism networks from many different perspectives. When developing my Regional Tourism Innovation System conceptual model, I concluded that tourism networks play a paramount role in operationalising them. Thus, besides applying a survey to tourism firms to analyse the territorial innovation dynamics, I also conducted a set of interviews with several organisations involved in tourism destination management and innovation development in order to analyse the relationships established within regional tourism innovation systems that are on the basis of destination level innovation, characterising the structure and topography of these networks through sociometry. The analysis was made according to four key dimensions, namely: (i) the overall patterns of cooperation among organisations regarding tourism innovation processes, within which important properties such as centrality, connectivity, structural holes, brokerage and the collaboration according to geographical scope of institutions and type of organisations were assessed; (ii) the comparison between the whole networks and the regionally-based networks, aiming at unveiling the embeddedness of institutional relations as well as the comparing the efficiency of both networks; (iii) the small-world characteristics; and (iv) networks of specific innovation activities. The results informed that the destinations' characteristics, the stage of tourism development, the type of the most central actors, among other factors, strongly influence the type of network that supports innovative processes (Brandão, 2014; Brandão et al., 2018b). It could also be concluded that this dynamic is different in coastal and inland destinations (Brandão et al., 2017), that the structural holes and actors filling these positions play a fundamental role in tourism innovation (Brandão et al., 2018a), and that innovation and internationalisation can be important development strategies for coastal tourism destinations (Brandão et al., 2019)

Other contributions to the research on tourism innovation

Recently, I have had the pleasure of supervising PhD students in topics related to innovation in tourism, out of which I can highlight the work of Paola Lohmann, titled The Quadruple Helix as a Tool for Innovation in Tourism: A Study in the City of Rio de Janeiro in the Post-Olympic Period (Lohmann et al., 2021), and the thesis authored by Jussara Aires, which concluded on the dynamics and orientations towards the measurement of business innovation in tourism (Aires et al., 2022).

Despite not being directly related to my research endeavours, I was involved in the organisation of the five editions of the International Conference INVTUR, which occurs in the University of Aveiro every three years. This scientific event, despite accepting a wide variety of topics, is much focused on tourism innovation and has always a specific session dedicated to this field.

I am also Associate Editor of the Journal of Tourism & Development, and often responsible for the

manuscripts related to innovation in tourism, which allows me to follow the research on the topic and to contribute to its evolution.

Written by Filipa Brandão, University of Aveiro, Portugal
[*Read Filipa's letter to future generations of tourism researchers*](#)

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12. CONVERGENT PARALLEL MIXED METHODS IN TOURISM RESEARCH - Contributions by Ilenia Bregoli

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Contributed by Ilenia Bregoli, The University of Lincoln, UK
Read Ilenia's letter to future generations of tourism researchers

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13. INTERNAL BRANDING FOR TOURISM DESTINATIONS - Contributions by Ilenia Bregoli

BRAND CITIZENSHIP BEHAVIOUR

mitment
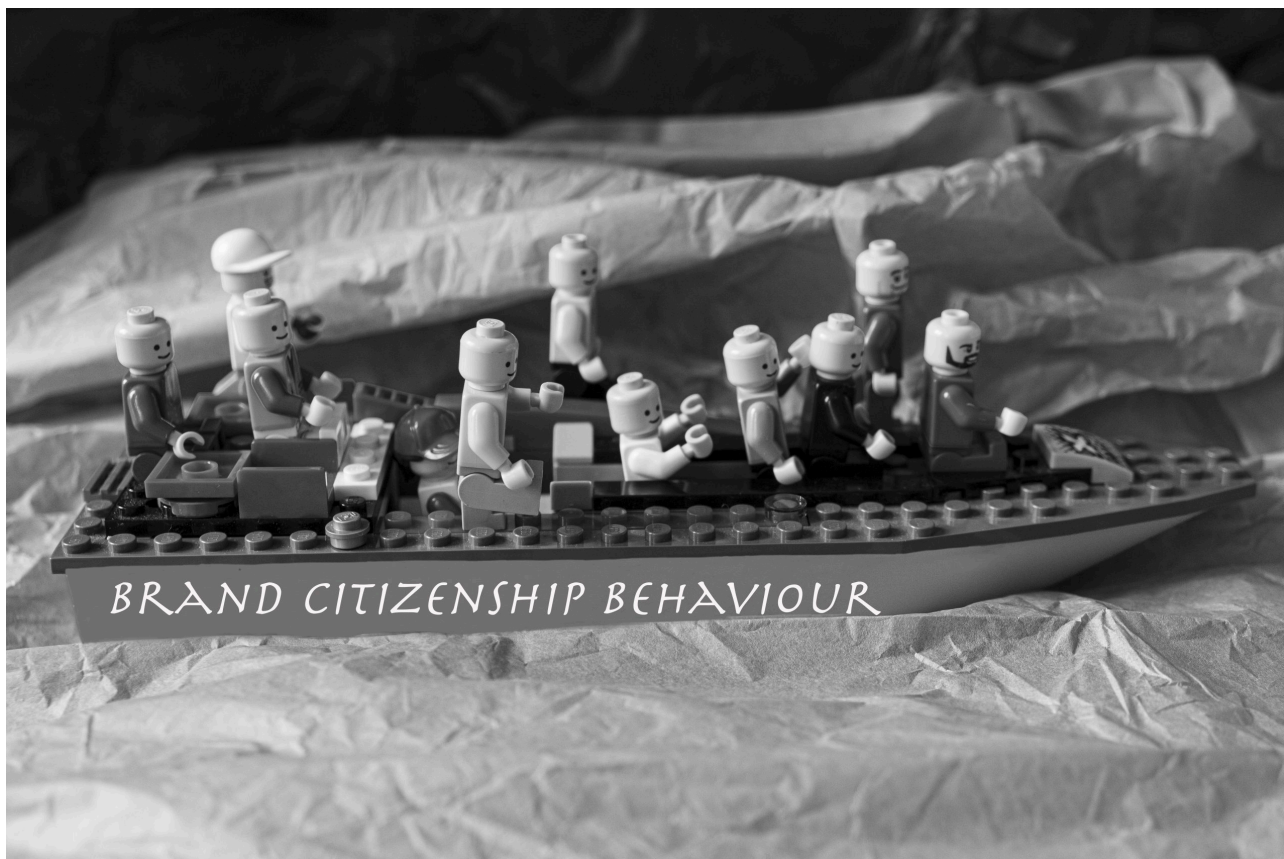
BRAND CITIZENS

In my research I have adopted internal marketing concepts to the study of destination brands. From my PhD it emerged that the constructs of Brand Commitment and Brand Citizenship Behaviour can be applied to the study of destination brands with the aim of understanding how a destination brand can be strengthened internally. Similarly to marketing research, also in the case of destination brands it seems that Brand Commitment is an antecedent of Brand Citizenship Behaviour.

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Contributed by Ilenia Bregoli, The University of Lincoln, UK
Read Ilenia's letter to future generations of tourism researchers

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14. SUSTAINING PLANET, PLACE, AND PEOPLE - Contributions by Kelly Bricker

The influence of early years on research interests...

Perhaps like many of you, I can trace my love of nature experientially back to early childhood and family outings. Summer camp, camping vacations, and simply playing outside dawn to dusk, shaped who I am today. For most of my childhood and early adult years, I had my eye on becoming a veterinarian – my interests were anything wild, anything animal, and anything outside.

What did these early experiences do for me professionally? These shaped my future research interests, I learned being outside by choice and not circumstance, impacts your worldview, provides perspective, keeps you healthy, and reinforces these foundational concepts throughout life (Bricker, Brownlee, & Dustin, 2016; Dustin, Bricker, & Schwab, 2010).

As a wise Senegalese person once said,

"*In the end we will conserve only what we love, we will love only what we understand, and we will understand only what we are taught.*" —

–Baba Dioum, 1968

The colleges and universities I attended have shaped my research and interests. My first introduction to college was Lincoln Land Community College. I took time to explore science programs to support my interest in becoming a Veterinarian. During my first two years of pre-veterinary courses, I realized that becoming a Veterinarian also meant spending many hours in laboratories inside with creatures preserved in formaldehyde, loads of memorization, and heaps of chemistry courses

Looking back, it seems there were limited options and directions to pursue, and due to so many lab and chemistry courses, and I was having difficulty finding the field of study that actually connected me with the health and well-being of animals and the natural world. Today, of course, there are many options, in animal behavior, ecosystems management, and a plethora of specialty areas in conservation.

After obtaining an associate degree in Pre-Vet, and before entering my junior year at Western Illinois University (WIU), I visited campus and met with professors in Zoology and Ecology. During those meetings, one professor mentioned a program that took students off-campus for an entire semester, learning about national parks, public lands, wild places, outdoor education and recreation, the *Environmental Conservation Education Expedition*, or ECOEE. The possibility of being off-campus for an entire semester in and amongst these wild places brought with it a brand-new enthusiasm for what kind of professional future was possible. The program was my pathway to a new focus in Outdoor Education and Recreation management. I kept a minor in the zoological sciences—perhaps as a backup, as my parents were concerned about a major in "recreation"? This was a time that tourism was not even a major in the U.S.A.

Doc Lupton, the creator and founder of ECOEE, started the program in 1976, I joined the program in 1980, which was a year after the creation of the Wilderness Education Association by Paul Petzoldt, also the founder of the National Outdoor Leadership School or NOLS. ECOEE was an extraordinary experience, integrating outdoor skills and education, with a philosophical and theoretical understanding of how public lands and wilderness are managed.

As part of ECOEE, we travelled for nearly 16 weeks from Illinois to the Western half of the United States, during a time where the only way to touch base at home was via a collect call from a phone booth to my

parents or friends back home, and of course hand-written letters and post cards—via snail mail. This was a time in my life where my thinking on life and my place in it was stretched. It was an introduction to wild spaces and places professionally, and how we can minimize impacts as we enjoy them (Bricker & Kerstetter, 2017; Bricker, 2018). It sparked in me a quest for adventure, for journeying into the unknown, unfamiliar, and uncomfortable.

Participation in ECOEE taught me about how one could live comfortably in the outdoors for a month or more, and learn skills, with just the basic necessities fitting into a pack I could carry on my back. It also taught me about the value of simplicity, getting away, back to the basics, and healing and therapeutic qualities of natural environments (Bricker, 2018, 2017; Schwab, Dustin, & Bricker, 2017). For a person from the Midwest, surrounded by cornfields and farms, this time in my life was quite formative, personally and professionally, WIU and the university setting offered many opportunities to learn and venture outward. I was also greatly influenced by Cousteau's documentaries on our 3 station TV, and my interest in the blue part of our planet peaked. I learned how to scuba dive, exploring many a quarry in central Illinois—imagine the excitement of coming eye to eye with a catfish or crawdad (ha!).

In addition to Doc Lupton and the extraordinary ECOEE experience, I also had professors who took us outdoors to learn, to witness first-hand the complex systems of creeks and rivers, meadows and caves, the geologic history of earth's transitions, and the intricate signs of the health or degradation of natural ecosystems and their causes…this no doubt has influenced my thinking and passion for our natural world today.

WIU was quite impactful and set the course for my professional life. Experiential learning was at the core – as many of you may already know, experiential education fuels a zest for knowledge, accentuates the ability to absorb the complexities of the world we live in, tests your mettle, and builds self-confidence and empowerment, perspective, and a sense of caring in ways I do not believe would have been possible through traditional classroom experiences at the time. It was also a time where, perhaps due to phenomenal mentors, I believe laid the foundation for my future academic life.

My days of exploring low visibility lakes and quarries on scuba in the Midwest eventually led me to the ocean, and to the Florida National High Adventure Sea Base, to teach sailing, scuba diving, and marine education to Explorer Scouts and children from Miami-Dade schools. Working in the Florida Keys expanded my understanding of the vast blue part of our planet, with coral reefs, shallow bays of turtles and sea grass, and the lungs of the sea, island builders, and breeding grounds for so many ocean dwelling species, the mangrove ecosystem. This work also opened my eyes to the realization that all kids are not as fortunate to have the upbringing others have, specifically to getting outside and enjoying the outdoors throughout childhood and was elated we had a program to help facilitate children's understanding of the sea (Black & Bricker, 2015).

After a couple of years in the outdoor field, I was fortunate to be able to return to Western and work on my Masters' degree and, once again travel with ECOEE as an instructor. The graduate teaching position really solidified my interest in Higher Education and the value of a university education for all. And, over the course of several summers I connected with a program called *Man and His Land Expeditions*, which was run out of Downers Grove Illinois, but based in Tortola, in the British Virgin Islands (BVI). In the BVI, we had a sailing fleet of 6-8, 52-foot sailboats and taught marine science, sailing, and scuba diving to over sixty high-school aged participants for a month at a time. This experience was life-changing once again, and strengthened my interest in not only the marine environment, but also in culture and communities impacted by tourism and programs like ours (Bricker, Black, & Cottrell, 2012).

Eventually, I journeyed to California to be with the love of my life and learn river rafting which served as a technical skill-based resume builder and eventual mechanism for us to work overseas. Not only did we learn about guiding rivers, we worked with one of the pioneers of adventure travel, George Wendt, and a company that is built on concern for conservation of rivers all over the world, OARS. My husband Nate and I were fortunate to get a position with Sobek Travel, which was an adventure travel program based

out of Angels Camp, CA. Our first placement was in Nepal, where we worked managing trekking, white-water rafting and national park visits. Aside from the British Virgin Islands and Canada, I had never been overseas—and especially so very far culturally and geographically from home.

Serving 10 months in Nepal led to other opportunities to travel to several other countries, and over the course of 8 years, we worked with Sobek and affiliates, bearing witness to tourism's range of impacts within destinations—from the protection of wildlife to the establishment of new opportunities for supporting livelihoods, to increases in crime, and degradation of cultural and natural resources (Bricker, 2018). Throughout these journeys, I witnessed both positive and negative aspects of nature-based marine and terrestrial tourism development. And I grew increasingly passionate about ensuring that our programs were bringing something of value rather than destroying the very places that attracted visitation in the first place (Snyman & Bricker, 2019).

This created a sense of uneasiness, and I was ready to go back to school and learn more about ensuring tourism's ability to effect positive change. Now armed with an uneasy passion to understand how nature-based travel and recreation can be used as a tool for positive change, I embraced a new life of academe and enrolled in the PhD program at Penn State. I loved my graduate program and the mentors I had the good fortune of learning with. Professor Deb Kerstetter and I found a niche in studying the impacts of tourism on communities in Fiji (see Kerstetter & Bricker, 2009, 2010; Bricker & Kerstetter, 2012; Bricker, Kerstetter, & Beeftink, 2012). I have been fortunate to maintain relationships with my professors at Penn State over my career, as we continue to collaborate and think about problems faced in the world today. These relationships have been and continue to be critical to my professional and personal life—and I believe have helped to shape my research and fuel passions for the work throughout my academic life. So, my recommendation is to not take graduate school selection lightly, it may have significant influence on a lifetime of work.

Atypical Academic Start…

Upon completion of my doctoral program at the Penn State University, my husband and I, through a series of unexpected events, had the opportunity to start our own ecotourism program from scratch in the highlands of Viti Levu in Fiji, and coming full circle with George and Pam Wendt of OARS. And, despite warnings from some academic mentors, that I may committing *academic suicide* by going overseas, and risking the opportunity to land a tenure-track position at a US-based institution, we moved to Fiji and started a company called *Rivers Fiji* (https://www.riverofeden.com/).

While I knew there was a university located in Fiji, I anticipated the prospect of at the very least, perhaps volunteering in some capacity. Fortunately, the stars aligned and one-month after arriving in country, a position opened up in ecotourism, I applied, and was successful in landing my first full-time academic appointment. My first full-time academic post was in my opinion the best possible post a person could engage in after completing a PhD. Unbeknownst to me at the time, this would be a position that would launch a lifetime of inquiry into ecotourism and associated impacts (Bricker, 2001, 2003; Schultz & Bricker, 2020; Kerstetter & Bricker, 2009; Bricker & Kerstetter, 2012).

As an outsider to the country, I was promoted as an ecotourism "expert" (and yes, it felt pre-mature), and I found myself writing speeches for government ministries on policies and frameworks for ecotourism development. Faculty at USP were also supported with several government granting opportunities, which also helps launch my research and conduct studies with students (Bricker, 2001).

Suffice to say, our years spent in Fiji once again engaged us in a lifetime of lessons. What I learned was that the more diverse perspectives, the healthier the outcome; that management and development of tourism and recreation experiences must be inclusive of empowerment within local communities; and importantly, once tourism is introduced, it will serve as a wedge to increased development, and not always development that effects positive change; I learned the development of nature-based experiences must be inclusive

of community concerns and influence, environmental protection, experiential protection, and viewed as a long-term prospect to garner the best of what tourism may bring to destinations, inclusive of its people and the environment which supports them (see Kerstetter & Bricker, 2009, 2010; Bricker, 2001, 2003).

In reflecting on my research contributions to our collective field, the primary goal of my work has been to understand the complex and varied nature of sustainability within nature-based tourism and outdoor recreational endeavours and impacts to communities. This focus is now even broader and continually evolving as I move towards the end of my academic career and have more freedom within the choices I make.

Research interests, somewhat focused...

Specifically, I conduct social science research to comprehend the relationship between socio-economic, environmental, and cultural management and developmental factors which support or negate positive impacts within varying contexts of society (i.e., local to global) and environments. I have come full circle in my life and back to learning about the interactions which take place in complex socio-ecological systems. My interests are with nature-based tourism and outdoor recreational endeavours and their role in sustainable management and development of protected areas and nearby communities. Because of the complex and diverse nature of tourism and outdoor recreation endeavours, protected area managers are continually confronted with a dynamic interplay of shifting challenges interconnected at varying scales.

My research career really began with my dissertation, which was to understand place meanings of recreationists in tourism settings, and local communities, and how these contribute to the multi-dimensional nature and management of quality recreation and visitor experiences and to sustainable communities and ecosystems (Bricker & Kerstetter, 2000, 2002, 2008). With respect to individuals, the results of this work has illustrated that activity experience levels of participants matter when it comes to an emotional bond with landscapes or settings; that the effect of involvement on place attachment differs among groups of recreationists and settings; and that different types of place meanings play an important role in an individual's preferences for places, as well as the ways in which the individual values places for recreation, leisure and tourism endeavours.

With many colleagues and graduate students, I have worked to understand the impacts of tourism at a community level which has helped to shed light on what residents' value within their locale, and what is important with respect to managing tourism resources. We have also conducted longitudinal studies to understand nature-based tourism's impacts on rural communities, which have contributed to knowledge of place meanings and challenges faced during various life stages of tourism development (Bricker, 2001; Schultz & Bricker, 2020; Bricker, Kerstetter, & Beeftink, 2012; Kerstetter, Bricker, & Li, 20.

Since 1999, the results of my research conducted on rural communities in Fiji have contributed to our understanding of how residents value their way of life, the culture and history associated with traditions, and how new technology impacts daily life. These results have also identified the importance of protecting the natural environment as central to the continued maintenance of traditions and lifestyle as well as quality visitor experiences. Overall, these findings lend support for the notion that sense of place is multidimensional and make evident factors that must be considered by planners and marketers in the development of sustainable tourism and outdoor recreation services. Another area of my research has been to understand various management components of sustainable tourism and outdoor recreation including aspects of sustainability certification and quality of life related issues.

We have made some progress in this area through conducting nationwide research on managers' perspectives of sustainable recreation and tourism on public lands; understanding state wide sustainable tourism certification programs as a management tool for sustainable tourism; and through an exploration of specific state-wide nature-based recreation and tourism initiatives. The results of this research have

assisted planners and managers in understanding the sustainability and effectiveness of outdoor recreation management strategies and policy formation.

More recently, I have explored the challenges of sustainability within a range of contexts; considered the relationships between environment, economics, and social aspects of sustainability concepts; explored the relationships between nature-based tourism / outdoor recreation and its impact on quality of life and explored the global impact of tourism development in addressing some of the most critical societal ills the world is facing today, as identified by the United Nations Millennium and Sustainable Development Goals (Bricker, Black, & Cottrell, 2012).

This aspect of my research has been the most rewarding, as my colleagues and I continue to explore how sustainable tourism and outdoor recreation endeavours can effect positive change for people, the environment they are a part of, and the economic structures which support poverty reduction and increased quality of life (Bricker, Tysor, Lackey, Dustin, & Brownlee, 2021). As an example, based on our work in conceptualizing leisure and health related fields, it was a privilege to present with my colleagues at the first-ever Healthy Parks, Healthy People Congress in Melbourne, Australia. I find it very gratifying to be writing on topics that span the sustainability spectrum, and that highlight the importance of healthy ecosystems in our world—which have included concepts such as social and environmental justice, and the importance of leisure and environmental issues to our health and well-being. It is important to note that sustainability in recreation and leisure (i.e. tourism) is evolving—this makes the study of these concepts both interesting and challenging.

With respect to my research and teaching has been closely tied to the service work I have done with international organizations focused on sustainable tourism development and management and utilizing tourism and outdoor recreation as a tool for conservation. My service to these organizations has positively enhanced my research program, and ultimately the classes I teach and continue to develop in sustainable management of tourism. I see research in an ecological way, within a web of relationships tied very closely to all aspects of my work as a professor, enriching my understanding of the world and the challenges we face.

I continue to seek models that effect positive change through tourism. It is helpful to learn from others and build relationships with researchers of diverse backgrounds. For example, a few years ago we had an individual join us from the University of the Arctic in Alta, Norway. We worked with Dr. Rokenes, University of the Arctic on topics relative to guiding and winter recreation, and we received a grant along with 10 international partners, to conduct research focused on winter tourism and recreation management (Gatti, Bricker, & Brownlee, 2018).

As an example of an ecological perspective of research, teaching and service, the grant has enabled our collaboration with Yellowstone National Park, our new graduate course on sustainable tourism and protected area management, and research dollars to support student engaged learning and research. This was an exciting collaboration nationally and internationally, with many opportunities for cross-cultural understanding of protected area management, sustainable tourism, and winter recreation.

One phase of this study was to explore perceptions and Experiences of Winter Tour Operators and Guides in Yellowstone National Park. The implementation of a commercial guide management framework for visiting Yellowstone National Park during winter means that all visitors who wish to visit the park interior via motorized modes of transportation must hire a commercial tour guide. Visitors driving into the park from the Northern Range or entering the park on foot, snowshoes or skis may still enter the park unaccompanied by a guide (Special Regulations, 2013) (Bricker, Brownlee, & Gatti, 2014).

The new commercial guide rule has amplified the role of guides and tour operators in producing the Yellowstone winter experience through their activities involving transportation, education, interpretation and itinerary planning. In spite of their increased significance in the winter Yellowstone experience, tour operators and guides remain an under-researched group. The overall goal of our study was to explore

and collect preliminary data on guides' and tour operators' experiences and perceptions during winter in Yellowstone. By exploring the perspectives of tour operators and outdoor guides, our hope was to help broaden the scope of existing knowledge on the human dimensions of winter recreation and provides a number of possible directions for future research (Bricker, Brownlee, & Gatti, 2014).

Overall, these interviews with winter tour operation owners, managers, and guides suggest that Yellowstone National Park is a dynamic social and physical entity. Changes were noted in terms of park visitors, the work and concept of "the guide", and the ecology of Yellowstone due to climate change. In turn, all of these changes are having impacts on the experiences of winter guides and winter tour operators.

This type of exploratory study can be used to support the findings of other studies of visitors, park policies, and the cultural and political context of Yellowstone. In addition to this, the data brings to light a number of possible directions for future research including, the need to understand equity and access in the world's first national park, related to current park policies, the potential pricing out a majority of Americans, as well as the greater Yellowstone area locals. Our findings raised political questions about equity, access, and who is being left out, as well as more philosophical questions about the purpose of national parks and meaning of the wilderness experience.

I have realized we also need to understand sustainable tourism and park policies better, which includes references to the impacts of recent park policy changes to the social and economic fabric of local communities, in particular West Yellowstone. Related issues to these findings, were the consolidation of local businesses, uneven competition between non-profit tour operators and commercial tour operators, and concerns about the rise of an oligarchy controlling park access.

And lastly, a greater understanding of g*uiding as a profession is warranted, where we discovered a* wide range of perspectives on the role of the winter guide. Our findings led us to several more questions such as, how is the role of the guide evolving in Yellowstone, what are the merits of professionalization, and how does the winter guiding experience in Yellowstone compare to those of guides in other protected areas, both national and internationally? This work on guiding and outfitters has sparked an interest in examining the impact of concessionaire policies in national parks on local communities, and sustainability within operations of national parks. It also has led to writing about the role tourism operators can play in sustainable consumption and production of tourism products in and around protected areas (Lackey & Bricker, 2021; Bricker, 2017).

Years ago, I co-edited and authored a book entitled *Sustainable Tourism and the Millennium Development Goals: Effecting Positive Change* (Bricker, Black, & Cottrell, 2012). The work reports research from all over the world, with 16 chapters and case studies focused on how sustainable tourism and ecotourism support some of the major challenges that society faces. This was a great project which helped us link local initiatives to global goals and explore where gaps existed. Evolving from our book on the millennium development goals, I am increasingly interested in concepts surrounding health and well-being within communities and building quality of life through nature-based tourism and recreation endeavours. In thinking about the role of nature in quality of life, this has led to a research project and agenda to understand the health and well-being benefits of parks and protected areas.

Through conceptualizing the needs of a healthy parks, healthy people research agenda, to date, we have been funded to better understand the therapeutic benefits of nature-based experiences for America's Armed Forces personnel, veterans, and their families. The need for this research is grounded in the well-documented incidences of stress-related maladies afflicting returning soldiers and their families, the insufficiency of traditional clinical treatment approaches for remedying these maladies, and the potential of nature-based experiences to be effective treatment alternatives (Bricker, Tysor, Lackey, Dustin, & Brownlee, 2021). In this regard, we viewed the Kendeda Fund's financial support as the first major catalyst for a much larger and long-term research program to better understand nature's health promoting properties, not only for veterans and their families, but for America's citizenry at large (Dustin, Bricker, Tysor, & Brownlee, 2021). What experiences people have in the outdoors really matters! As John Muir once wrote,

When we try to pick out anything by itself,

we find it hitched to everything else in the Universe.

John Muir (My First Summer in the Sierra, 1911, p. 10)

In the end, I believe my professional and academic life has been influenced by my exposure and engagement with the natural world at a young age and throughout my formative years; by extraordinary mentors; through engagement with communities, protected area managers, and problems they face; through my service work with non-profits and other entities. It has also been influenced through my work with curious and engaged students, and by collaborative efforts with many colleagues that I have had the pleasure of being associated with over many years. It is framed in the idea of what we do as individuals, communities, countries and destinations matters—David Orr (1994) supports this idea by stating that we need to learn "how to build local prosperity without ruining some other place, and, to revitalize an ecological concept of citizenship rooted in the understanding that activities that waste resources, pollute, destroy biological diversity, and degrade the beauty and the integrity of the landscape are forms of theft from common wealth…" (p. 168). This ecological approach to how we engage as a field as a field of study, and the impact of our research (in my view) is critical to improving sustainability of natural and cultural resources, and the health and well-being of future generations.

To highlight some of these ideas, I would like to circle back and share a project I have been involved in for over 20 years, Rivers Fiji, which we started with many others during our time in the Republic of Fiji. Rivers Fiji (RF) began white-water rafting and kayaking operations in 1998. In 2000, the company established the Upper Navua Conservation Area (UNCA), a 24-kilometer freshwater river, now protected from commercial extractive use within the primary corridor. This is the first lease for conservation of its kind in Fiji, and possibly all of the South Pacific. This unique conservation effort calls upon tourists' dollars to support the protection of Fiji's third largest freshwater drainage – home to unique species of fish, parrots and iguanas, Fiji's only boa constrictor, and the largest in-tact groves of sago palm, now threatened in the rest of the pacific. We have and continue to learn many ideas and lessons, as the project evolves (Bricker, 2001, 2003; Schultz & Bricker, 2020; Kerstetter & Bricker, 2009; Bricker & Kerstetter, 2012).

. In short, we have learned:

- Ecotourism enterprises must plan for a gradual start
- Education and training among all parties is critical
- Maximize local benefits, maintain equity, transparency
- Evaluation and feedback are key
- Partnerships are essential!
- Infrastructure support is necessary
- Marketing support critical
- Must respect and be sensitive to socio-cultural norms
- Environmental protection with community support is fundamental to any successes

Academic life is a gift. I learn new things every day, as society changes, and the many influences on our planet change as well. I will forever be a lifelong learner, even well beyond retirement. It has been a true honour to engage with so many communities, brilliant and caring people, and academia as a profession.

Written by Kelly S. Bricker, Professor and Director, Hainan University/ASU Joint International Tourism College, School of Community Resources and Development, and Watts College of Public Service and Community Development, Phoenix, Arizona, USA
Read Kelly's letter to future generations of tourism researchers

References by Thematic Area

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15. PRACTICES OF SUSTAINABLE TOURISM - Contributions by Adriana Budeanu

"At first I was afraid, I was petrified …"

Gloria Gaynor's words resonate with the first impression I had after reading the wonderful invitation letter from Sara and Antonia. Participating in a project so cleverly and kindly designed to include and nurture, instead of to judge and exclude, felt delightful. But then I realised that it was *me* who had to judge and place the stamp of value on *my* work and call it "a contribution". And that was petrifying. It still is because, growing up in a communist country, I learnt early that I'd better not have a voice unless it was for the benefit of others, and that it was the right and privilege of others (not me) to appreciate and value my work. Many wonderful years later, today, I know that my voice matters and it is important to let it be heard … And this is **my tribute** to this project.

I have a background in ecology and biology studies, so I am trained to observe behaviours, relationships, connections, and to ask questions about influences, relations and causality. Even before that, my parents testify to being pestered by a rarely interrupted chain of questions from me about "why things are the way they are". Nonsensical sometimes perhaps, I remember myself being curious and amazed with patterns from very early ages. I got into biology after I failed to get into medical studies (as my family wished) and it is one of my most successful failures yet: I have never regretted it and ecocentric values suit my heart as a glove. I cannot see myself doing anything else than working with ethics, equity and ecology. Later, I did a master and a PhD in environmental management and policy, which drew my attention to tourism and gave momentum to my investigations into how sustainability principles are being applied in practice.

During my graduate studies I got the task of assisting in opening what was gingerly called by a colleague, **the "black box" of tourism: the tour operating business**. Vast in practice but little understood as a business at the time, tour operators preoccupied my research gaze for over a decade and the results constitute one of my most treasured contributions yet. The central role that tour operators have in the global tourism system is unique (Budeanu, 2005) and so is their potential to dramatically transform tourism practices. As intermediaries, operators practice a Fordist model of tourism production which structurally, transformed pristine beaches into strings of "sun-sea-sand" destinations and culturally, contributed to the articulation of a leisurely element onto the identity of modern mankind. The dependency of local tourism providers on the advanced marketing skills of operators keeps the later in a dominant position, while the dependency of tourists on gaining access to leisure in a safe, comfortable and worry-free mode keeps the entire system running. (Budeanu, 2007a) And with sufficient resources and long-term commitment to sustainability (Budeanu, 2009), companies such as Aurinkomatkat (Finland) lead the way showing that the mass tourism system can become more ethically and equitably sound.

Although tour operators remain a subject of interest for my intellectual gaze, my later work relate to investigating habits and barriers to **sustainable behaviour of tourists**. (Budeanu, 2007b) At the time when many studies proudly announced the emergence of environmental tourists, I got intrigued by how slim the evidence was in support of these claims. Together with colleagues and some of my students, we investigated tourist motivations for various holiday choices and found them only remotely interested in responsible tourism compared with corporate and governmental organisations. (Budeanu and Emtairah, 2014) While the lack of awareness or motivation are strong reasons for the absence of sustainable engagement among tourists, it is also important to acknowledge that if sustainable tourism should emerge, it would require a profound cultural transformation of the modern traveller. As tourists' low interest in sustainable tourism correlated to a shortage of alternative options from the industry, and with timid

attempts from local governments to implement sustainable tourism in practice, it became evident that the transformation of the complex tourism system is only possible through dramatic reconfiguration of the system itself (Budeanu, et al., 2016), a subject which does not cease to intrigue me.

Part of my early engagement with tourism education, for over 10 years I did applied research studies together with my students and colleagues from Lund University, Sweden, getting actively engaged with tourism businesses and local authorities involved in tourism from Greece, Lithuania, Sweden, Romania, Czech Republic, India, Cyprus, supporting their endeavours to adopt sustainable tourism. Pedagogically, I am a student of experiential learning and because throughout my academic career I opened several "black boxes", I can confidently say that my main contribution to tourism research is continuing, relentlessly, to **ask difficult and uncomfortable questions** about what stops the transformation of tourism, what limits us as individuals to become better than we were yesterday and what might one day, bring about a sustainable world.

Thank you Antonia! Thank you Sara!

Thank you, reader, for giving me the richness of your time!

Written by Adriana Budeanu, Copenhagen Business School, Denmark

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16. COMMUNITY DEVELOPMENT AND REPRESENTATIONAL POLITICS - Contributions by Christine N. Buzinde

Since time immemorial society has witnessed inequities but a critical look at historical trajectories indicates that there are often intervening events that unsettle imbalances towards the attainment of some semblance of equity. The protagonists behind these interventions are often hard to pinpoint and can be a combination of political leaders, mass societal protests, pressure from the international community and even scholarly writings, to name a few. As a young adult, I came of age in an era during which many marginalized communities around the world were actively fighting for freedom and news reports were replete with accounts of injustices, violence but also triumph and agency. These media stories permeated our TV screen, weaving themselves on a daily basis into our family dinner conversations. Disagreements on certain matters were not atypical but a commonality in these unstructured and spirited conversations was a pronounced dose of social empathy for the legions of people around the world who were unenduring injustices. These conversations left an imprint on me that I attempted to camouflage over the years, albeit unsuccessfully.

My first opportunity to creatively put pen to paper, was enjoyable, memorable and inexplicably driven by a desire to bring fiction to life, which was perhaps an unconscious effort to escape the often-deleterious dimensions associated with living in a world plagued with injustices. My second major encounter with creative writing occurred in college (Thompson Rivers University) where I was mandated to produce a piece aligned with the theme of development in the global south. Inspired by Polly Patullo's book, *Last Resort*, I focused on cruise tourism in the Caribbean and immersed myself in countless readings about the role of politics of development in the cruise industry. I recall deeply sympathizing with the communities that were forced to abide by the unjust regulations imposed by cruise companies but also remember rejoicing as I read about islands that were developing procedures for more equitable compensation from the cruise industry. I was astounded to find out that as I shared my new found knowledge with college peers few would reciprocate in conversation because many were unaware of the injustices in question. Unaltered by the lack of resonance amongst my esteemed peers I endeavored to commit my subsequent years of graduate research, and since then my academic career, to work on issues of inequity in the hopes of at least reaching one reader who would hopefully inspire another.

My contributions to tourism research have been within two key areas: community development and representational politics. As a critical tourism researcher, my scholarship draws on decolonial frameworks owing to the fact that they advocate for more equitable forms of existence. My research on the nexus between tourism and community development focuses on ways in which marginalized communities utilize tourism to enhance community wellbeing. I have specifically focused on communities of Black, Indigenous and other People of Color (BIPOC). This work commenced with a research collaboration on the ways in which members of a Puerto Rican neighborhood in Chicago react to exogenous tourism driven agendas by creating local tours that highlight agency and resistance (see Santos & Buzinde, 2007). Over the years, I built on this line of research, through my work with Masaai communities in Tanzania, which examines the relationship between community wellbeing, international development agendas and tourism development (see Buzinde, Kalavar & Melubo, 2014; Kalavar, Buzinde, Melubo & Simon, 2014). This research juxtaposes endogenous conceptions of community wellbeing with exogenous agendas and it advances theoretical discussions on community involvement in decision making related to tourism development. Since then, I have extended my research on tourism development to issues concerning the impact of exogenous development agendas on local children's perception of their surroundings and wellbeing. Tourism impacts have predominantly been approached from an adult-centered perspective; resultantly, youth-centric

theorizations in tourism studies that draw on empirical tourism studies on children/youth have to date remained scarce. Focusing on Indigenous (Mayan) children residing within tourism service towns located in the Yucatan Peninsula, Mexico, my co-authors and I have interrogated the spatial life-worlds and the spatial cognition of children to show the negative impact of gated coastal tourism enclaves on the well-being of local children (see Buzinde & Manuel-Navarrete, 2013). Working alongside colleagues, I have also contributed to tourism knowledge by engaging the theory of decolonization to interrogate the epistemological and ontological stances used in tourism scholarship (see Chambers & Buinde, 2015) as well as in tourism development (see Buzinde, Manuel-Navarrete & Swanson, 2020). This work advances the theoretical applicability of tourism studies to global debates on decolonialization of the academy and practice, and it also offers empirical examples of how we can meaningfully partner with BIPOC (Black, Indigenous and other People of Color) communities in research and development. Currently, I am extending this line of research through a funded research project with Navajo Nation (an Indigenous group in Arizona, USA) which focuses on Indigenous conceptualizations of sustainability and how these inform the co-creation of a stewardship development plan for the former Bennett Freeze Area (see Buzinde, Vandever & Nyaupane, 2017). In my research on community development, I take seriously the responsibility of fostering equitable partnerships between academia and groups that have been traditionally relegated to the margins. I view my key contribution as giving voice to (in my collaborations with them) the numerous instances of agency demonstrated by members of marginalized tourism reliant communities (see Buzinde, Manuel-Navarrete & Swanson, 2021).

My research on tourism representations is central to understanding the ways in which tourism is entangled with issues of power, oppression, agency, and resistance. This area of my research has principally examined the politics of tourism representations through critical examination of tourism texts as cultural repositories through which issues of inclusion/exclusion, North/South and core/periphery can be gleaned. This line of research commenced with my work on exclusionary practices, which are described as the predominant use of ethnic/racial stereotypes and essentialist portrayals and that are evidenced within tourism promotional materials produced by various destination marketing organizations (DMOs) in Canada (see Buzinde, Santos & Smith 2006). I have continued to build on the politics of tourism representations by extending this body of literature to the context of slavery heritage tourism within the US South (see Buzinde, 2010; Buzinde & Osagie, 2011a; Buzinde & Santos, 2008; Buzinde & Santos, 2009). Through the examination of metanarratives devised by state owned slavery heritage sites (former slave plantations converted into museums), my scholarship has contributed to knowledge regarding the various ways in which these sites selectively (dis)engage the slavery past as well as how tourists render these sites intelligible. My research has also contributed to the production of knowledge regarding linkages between tourism and slavery through textual explorations of travelogues written by former slaves like William Wells Brown (see Buzinde & Osagie, 2011b); this creative co-authored work is significant because it unsettles established conceptions of who constitutes a tourist whilst philosophically engaging the notions of blackness and travel. The commonalities and contributions to tourism studies evident in my work foreground the relevance of decolonial framing because it allows for the reclaiming of the colonial past to affirm identity, showcase resistance, and highlight the agentic power of BIPOC cultural custodians. I view my key contribution here as amplifying the power of tourism related texts as important cultural repositories worthy of extensive critical research that unveils latent imprints of societal perceptions (see also Pubill Ambros & Buzinde, 2021).

The above rendition may give the impression that my academic accomplishments were easily attained but that would be far from the truth. Pursuing a research trajectory that goes against the grain on mainstream research has had some benefits but also a fair share of challenges. One of the many benefits aside from soul enrichment was the opportunity to breathe new life and add new perspectives on traditionally established topics like heritage tourism and community development. The creative freedom inherent in the thought provoking pieces that I had the honor of (co)authoring was intrinsically motivating to me in a way that my mainstream-adhering outputs were not. One of the many disadvantages was (and still is to a lesser extent) the constant laborious efforts required to respond to reviewers from dominant culture from whose vantage point my work on issues of inequity is maligned with their traditional definitions

of knowledge production. Earlier in my career, such assessments of my scholarship were colossally discouraging and every subsequent article seemed to require immeasurable amounts of emotional resolve to bring it to fruition. A couple of years before being granted tenure, I reached a point of saturated dissatisfaction with the review process and was seriously contemplating a change in my research emphasis, despite the fact that such a pivot was ill advised by my loyal mentors. It was thus fortuitous that shortly thereafter in the company of like-minded scholars at the second Critical Tourism Conference in Dubrovnik Croatia, I found my academic tribe and simultaneously firmly re-rooted my scholarship and re-located my inspiration in issues of equity as relates to tourism. Suffice to say that writing from the margins can certainly occur as a solo endeavor, as was the case in the earlier parts of my career, but there is no comparison for the powerful resonance of a chorus of similar ideas that melodiously breathe life into the stories of the unsung heroes, evident in every marginalized community around the world.

One of my most recent contributions involves writing an autoethnography wherein I link theories of motivation with my experience of spiritual tourism, specifically yoga tourism in India (Buzinde, 2020). The goal was to anchor the distinction between religious tourism and spiritual tourism vis-à-vis the deployment of theories of motivation. This temporary diversion to an allied area of research also drew on the underutilized (within tourism studies) genre of autoethnography, which availed me the opportunity to metaphorically unify my academic self to other existential dimensions (e.g., spiritual self). From a symbolic interactionist perspective, we all perform different identities based on the interlocutors we encounter and this particular work highlights how identity is negotiated within yoga related spiritual tourism contexts and the implications therewithin for one's motivation to engage in this form of travel. Putting pen to paper during this autoethnographic process was one of the scariest and yet most exhilarating experiences of my career. That is because autoethnography requires one to be vulnerable but it also avails one limitless liberty to be creative, and that alone is incredibly rewarding.

I would be remiss if I did not mention that my curiousness with creative boundaries has to some extent been fostered by my home institution and key mentors. Five years ago, I was asked to deliver a TED-style-like talk to the general public in which I was to convey a key dimension derived from my research. The ASU Watts College of Public Service and Community Solutions within which the School of Community Resources and Development (SCRD) is housed was going to showcase many similar public-academic-style but entertaining talks with members of our surrounding communities in attempts to bridge the gap between academia and the public but also for knowledge mobility purposes. My talk incorporated my love for contemplative practices (e.g., meditation) and weaved in thought-provoking techniques aimed at imbuing the audience to view their engagement in travel not as a right but as a privilege (see: https://www.youtube.com/watch?v=VMVMUKQwWEs). I argued that the latter allows for existential connectivity with members of marginalized tourism-reliant communities which is needed to reverse the often-superficial encounters that widen the schism between have and have-nots, hosts and guests, global north and global south. Looking at travel as a privilege allows us to harness our shared humanity and this is a necessary foundation on which to build sustainable futures for all.

It has been an enriching academic journey and I have been and continue to be inspired by many of my esteemed peers and mentors in the field. I am a lifelong learner and look forward to further learning alongside all my colleagues including you, the mindful reader.

Written by Christine N. Buzinde, Arizona State University, United States
Read Christine's letter to future generations of tourism researchers

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17. GENDER AND TOURISM - Contributions by Inês Carvalho

I have always been interested in social justice and equality. Therefore, I was very excited when I got a grant to work as a research assistant in a project related with tourism and gender at the University of Aveiro in Portugal. I was 25 at that time, and I had just finished my Master's dissertation in Management and Planning in Tourism. This project, known as the **'Gentour project'**, had the goal of studying women's vertical mobility in the tourism sector. I worked two years and a half full-time for this project. Through my involvement in this project, I had a great opportunity to gain research skills and to really delve into the topic of gender and tourism two years before starting my PhD in this field. During this period, I particularly recall the enthusiasm I felt when taking part in a conference at Linköping University (Sweden) in 2010: *Equality, Growth and Sustainability: Do they mix?* The variety of themes and approaches adopted by the researchers who presented their works during this conference was surprising and profoundly enriching. There were still so many questions that could be addressed in relation to gender issues in the tourism field, and so many ways to answer these questions as well.

I was also involved in preparing a submission of a **second research project on gender and tourism** at the University of Aveiro. The preparation of this project was not only very demanding for everyone involved, but also very challenging. In fact, it seems to be true that you can only love and value something after you work hard for it. At the time I thought that if I developed my doctoral thesis also in the field of tourism and gender, I would be more connected to this 'baby' project. In 2011, I received **a PhD grant to investigate gender issues in tourism.** I had the opportunity to stay more than two years in Sweden and be a **visiting doctoral student at Tema Genus (Unit of Gender Studies) at Linköping University**. Here, I established contact with many researchers that approached gender from quite a variety of perspectives. This was a great opportunity! In this context, I was able to grow as a feminist and as a critical thinker.

While at the beginning of my research career I did not have an explicit feminist positioning, I considered that it would be important to explore this approach more deeply, and to overtly acknowledge this. In my opinion, this was an important step because it allowed me focus on women's voices and experiences, on gender power relations, and the invisibility of gendering processes. I wanted to raise gender awareness and engage in social critique. Below, I will explain my main contributions to the field of gender and tourism. Although I have 19 publications on tourism and gender, I will only highlight the three main ones.

A better understanding of women's career advancement in tourism

Nowadays, careers are no longer seen as long term. Careers are increasingly boundaryless (Arthur & Rousseau, 1996), i.e., not constrained by the boundaries of an organization. Instead of 'climbing the career ladder' within the same organization, individuals are expected to be mobile and change jobs frequently in order to reach the top (Cassel, Thulemark, & Duncan, 2018).

In the article **"Agency, structures and women managers' views of their careers in tourism"** (Carvalho, Costa, Lykke, & Torres, 2018), the goal was to provide a better understanding of women's career advancement in tourism. The careers of women senior managers in tourism were analyzed from a boundaryless career model perspective and with a gender lens. This study was a result of my PhD thesis.

The women senior managers interviewed followed three main types of career paths to reach senior management, sometimes combining them: linear paths in the same company; job rotation across companies; and entrepreneurship. Mobility was regarded as an important career asset for these women. In most cases, even mobility that did not imply upward progression was considered valuable because it

provided key learning experiences, intrinsic rewards, or important contacts. Although most entrepreneurs were 'pushed' rather than 'pulled' into starting their own business, their discourses reflected their fulfilment, motivation, and enthusiasm about their businesses.

This study allowed for a deep reflection on what enables and hinders women in their career progression, and how they regard such enablers and barriers from their own perspective. The women in this study strongly emphasized their own agency and active role in career-making. They regarded their careers as an outcome of their own effort, hard work, competence, dedication, agency, and a desire to seize challenges leading to intrinsic satisfaction, even if these implied leaving prominent or stable positions to embrace risky challenges. Hence, women placed the key for career success at an individual level rather than at a structural level. Even when women had structural enablers in their organizations, they were more likely to emphasize their active role in managing such opportunities or in making the right career choices rather than the fact that they had such opportunities. Although these women faced gendered and non-gendered difficult moments and barriers, they tended to downplay such difficulties, avoid victimization, and favor instead individual coping strategies to achieve success.

The contribution of this study was to reveal the importance of interpreting women's experiences and career paths from a critical perspective. Agency may be overemphasized in women managers' discourses about their own career progression, while the role of both structural enablers and structural barriers is minimized. Gender-aware research is needed to scrutinize the lingering gendered obstacles that remain and that may be ignored by more superficial and less gender-aware research. Although it is important to analyze the role of individuals in their own career-making, it is also important not to neglect how individuals are constrained by societal structures (Mooney, 2014). The majority of women in the study faced obstacles that men are unlikely to face in the workplace. In the article, we concluded that:

(…) it seems that in the absence of structural solutions to such obstacles, women resource to their own agency to achieve their professional goals, because they prefer to focus on the positive side and on what they can do to overcome obstacles, rather than feeling victimized. While this attitude certainly makes a difference, recommending women to become 'super-women' should not be the proposed solution for this structural and cultural problem in organizations. (p. 10)

A contribution to the understanding of how the construction of the "ideal tourism worker" is marked by gender

In the study "**Gender, flexibility and the 'ideal tourism worker'",** published in *Annals of Tourism Research* (Costa et al., 2017), we carried out a feminist analysis of 'ideal tourism worker' discourse. We analyzed the main characteristics that tourism managers desire in the ideal tourism worker. Availability, the willingness to travel on business or to work overtime are among the most desired characteristics in the "ideal tourism worker". Tourism managers perceive men to have these characteristics more than women. In this paper, we coined the term "availability-related flexibility" to describe how tourism managers in this study perceived flexibility. This term is defined as "employee's ability to be available at short notice for over-time, out-of-shift work and to spend multiple days away from home on business" (p. 73). We also concluded that perceptions of who is perceived as an "ideal worker" are related to gender. This study revealed that women are perceived as less flexible than men due to their social reproductive roles, regardless of whether they have family responsibilities or not. Hence, the clash between gendered social reproductive roles and business demands constrains women as "ideal tourism workers." Moreover, women's presumed lack of availability is construed as a preference for family over work without taking into account the gendered societal pressures that often force women to bear all or practically responsibility for family-related commitments. Hence, this study presented an important contribution concerning the role of availability in the construction of the ideal tourism worker, highlighting how such construction is highly gendered and contributes to reproduce gender inequalities.

The most important contribution: Analyzing gendering processes to unveil inequality

I consider that my most important contribution to the tourism field so far has been the paper called **"Beyond the glass ceiling: Gendering tourism management"** published in *Annals of Tourism Research* (Carvalho, Costa, Lykke, & Torres, 2019). This article directly stems from my PhD research and some additional reflections. This was a joint publication with my three PhD supervisors. This study is strongly articulated with feminist theory, thus providing a significant contribution to the field of gender both within the tourism field, and to gender research more generally. It criticizes the "glass ceiling" metaphor, which leaves the situation of women who are above the glass ceiling unproblematized, as if after the ceiling was broken there were no more challenges to be met. It also leaves non-intentional forms of discrimination unproblematized. Therefore, Acker's (1990, 2012) conceptualization of gendering processes was used in this study instead of the glass ceiling theory.

Acker completely changed the way gender is understood in organizations. She developed a theory for examining how gender inequality is institutionalized and perpetuated in organizations through gendering processes (Acker, 1990). Such gendering processes are often concealed and may seem to have nothing to do with gender, but they reflect embedded gendered assumptions about women and men, and masculinities and femininities. The fact that they are often difficult to detect prevents gender inequality from being perceived as such. In this study, Acker's framework was considered as described in her 2012 article, which identified four sets of gendering processes that reproduce gender inequality in organizations:

- **First set – organizing processes** that establish how wage is determined, or how decision-making and power are distributed, among other processes;
- **Second set – organization culture** reflected in certain attitudes, beliefs, values and behaviors, including beliefs about gender differences, equality, and (un)acceptable gendered behaviors; also, in certain organization cultures inequalities are denied, while in others there may be an effort to de-legitimize them;
- **Third set – interactions on the job** across both the same and different hierarchical levels, including supportive and friendly interactions but also criticisms, opposition, consensual or exploitative joking, or harassing;
- **Fourth set – gendered identities** constructed in the workplace, brought with the individual into the organization and changed as men and women participate in work processes.

The aim of this paper was to analyze how the identification of such gendering processes can contribute to a better understanding of women managers' careers in tourism. We wanted to analyze how gendering processes were embedded in women managers' organizations and in their daily experiences throughout their careers. Twenty-four women top-level managers in hotels and travel businesses were interviewed. Inequality was visible across all the gendering processes analyzed:

- There was occupational segregation, as well as inequalities in recruitment, promotion, and wage setting practices in several of women's current or previous organizations (**first set – organizing processes**);
- There was a strong emphasis on "total availability" in these organizations. A macho mentality also prevailed in the organizational culture of some businesses, mainly through the resistance of male top managers towards women (**second set – organization culture**);
- This type of work culture had consequences in terms of gendered interactions, e.g., exclusion of women, sexist jokes, sexualized interactions, and women not being taken as seriously as men (**third set – interactions on the job**);
- All these aspects affected women's internal gender constructions. Hence, they felt the need to prove themselves either by showing availability or showing their competence (**fourth set – gendered**

identities).

The identification of gendering processes helped unveil discrimination processes and practices, particularly hidden discrimination, which was subtly ingrained in organizational culture and gendered interactions, where inequalities were less visible and harder to pinpoint – and thus also harder to de-legitimize.

Hence, our study suggested that gendering processes can not only be a good tool to identify gender inequalities, but also to understand their nature. **Three main subtexts** underlay the gendering processes identified:

i) women's incompatibility with the notion of the "ideal" unencumbered worker and assumptions of women's greater family-orientation;

ii) the expectation that women are less competent and less suitable for management than men; and

iii) male homosocial ties that lead to practices that exclude women (e.g., informal networking outside office hours).

Finally, this study contributed to expand on Acker's framework. Acker had not considered how the various gendering processes are deeply interconnected. For example, the theme of "availability" was visible in all four gendering processes:

- **Organizing processes**: jobs were divided along gender lines into those which demanded more availability and thus offered more rewards, and those that did not;
- **Organization culture:** the "total availability" work culture presupposed an ideal worker without family responsibilities;
- **Interactions on the job:** less available workers were excluded from networking activities at night;
- **Gendered identities**, which were influenced by the prejudice of women as less available; therefore, women felt the need to prove their availability to be regarded as competent individuals

Another contribution to Acker's framework was the discussion of how **sexuality** fits within it. Previous authors had included it within interactions (third set) or as a determinant of segregated sex-typed jobs (first set) (Benschop & Doorewaard, 1998; Dye, 2006). In this study, we observed that sexuality was most visible in interactions (third set). For example, some women avoided dinners with clients or had to be more careful with their attitudes and clothing so as not to convey a "wrong message." It was not visible in this study that women had been chosen as managers because of their gendered attributes (first set). In fact, sexuality is likely not a common determinant of women's assignment to management positions – in contrast to other occupations where women's physical attributes might be more valued. Therefore, in studies of women managers sexuality may fit better in the analysis of the third set of gendering processes, i.e., interactions.

Finally, Acker's analysis of gendering processes does not shed much light on gendering processes spanning across organizations. Our study suggests that organizations are not isolated but that they expand beyond organizational boundaries due to societal pressure and the interdependence between organizations. Although some organizations may have favorable environments in terms of gender equality, their potential is limited. They are embedded in relations of interdependence with other organizations where a gendered culture is more ingrained. To conclude, this study showed the importance of articulating tourism research with feminist theories to expose gender inequality in tourism organizations, and to bring more critical reflection to the field.

How to reach me

You can find me (or my publications) here:

LinkedIn: https://www.linkedin.com/in/in%C3%AAs-carvalho-b7069912/

Research Gate: https://www.researchgate.net/profile/Ines-Carvalho

E-mail: ines.carvalho@universidadeeuropeia.pt and inescarvalho.prof@gmail.com

Written by Inês Carvalho, Universidade Europeia, Portugal
Read Inês' letter to future generations of tourism researchers

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18. TOURIST JOURNEYS AND A LIFE PURPOSE SEEKING TRIP - Contributions by Beatriz Casais

Research Motivation

I am Beatriz, a marketing professor and researcher at University of Minho, in Portugal. I am a woman who has always been looking for insightful knowledge and life experiences to understand the world and guide my own decisions, with independence and critical thinking. I am very intuitive and impulsive at the same time, resilient and optimistic.

In a certain morning I woke up and realised that my life had changed completely since the previous day and all the life plannings I had made before would not make sense anymore. In a restarting process of my life, I became a wanderlust, escaping whenever I could to meet new places, new cultures and new people, to learn from the travel experience and try to find a life purpose for myself, integrating the gifts and the learning moments I had received. This process included the experience of both travelling with friends to develop my social skills and activate friendship, and investing in solo-travelling moments to explore big cities or rural towns, living like a local and sharing experiences with other tourists, staying at Peer-to-Peer (P2P) accommodation. I also entered into pilgrimage experiences, hikes and bike journeys in a slow tourism process of deceleration of work stress and anxiety of career achievements.

As a woman, I had to face all the social pressures associated with the expectations of female roles in society; as a researcher, I felt the academic pressure to fulfil career expectations of publishing fast and in high impact journals; as a tourist, I tried to be a researcher with the female concerns of feeling safe on my own and get the required information about the offering conditions of destinations and hospitality services in order to get a memorable experience.

The care I gave to those who have been part of my wanderlust journey and the rewards and learnings I received made me a better person and contributed to my life purpose seeking trip, inspiring my research in the field of tourism.

Research Field

The information I needed for preparing my tourist journey inspired my research about the digital information source to help booking decisions, and the importance of online reviews to influence tourist behaviours. In this topic, I have researched accessible tourism, which is also particularly important for senior tourists and the attraction of tourists with disabilities. The digital information is particularly relevant for the new digital tourist who plan trips online and use digital devices in the whole touristic journey.

My traveling experience also inspired the research of tourist-to-tourist interaction both during the journey experience as in the online environment, with the co-creation process of reviews, with outcomes in tourism innovation and place branding. Also, as a person aware of the importance of place and destination branding, I have also been researching the role of internal stakeholders, such as residents and local community, into the co-creation process of an emotional place branding to achieve place attachment and intention to revisits.

Contributions

My research considers the importance of information source to help booking decisions (Coromina & Camprubí, 2016), particularly about accessible conditions for tourists with disabilities (Cassia et al., 2020). My contribution to this topic considers the analysis of the conditions of Porto destination as an accessible destination with the observation method and the comparison of such conditions with the content analysis of destination websites. I found that there is a gap between the conditions provided and the information that is disclosed in destinations websites, maybe due to a lack of importance given to such information and the fact that some conditions are provided not as a marketing strategy for the accessible tourism segment, but to fulfil regulation requirements (Casais & Castro, 2021).

Also considering the importance of information sources, I have analysed the importance of mobile apps in destinations and the most important features in this context (Martins & Casais, 2020), with interesting finding regarding the importance of usability the value of content for the tourist journey. I have also analysed the importance of online reviews to influence tourist behaviours. This is a topic with extensive research (Öğüt & Onur Taş, 2012), but my contribution focuses on this phenomenon in the restaurant context, and the particular contribution of photos as user generated contents that help the choice of other customers. The study analyses the different importance given to reviews in the owned websites of restaurants, in social media and sites for reviews, as tripadvisor, which are not mediated by businesses (Oliveira & Casais, 2019). The analysis of reviews has also been part of my research in the context of P2P accommodation. I have dedicated attention to the guest-host interaction through online reviews and how the information provided by guests is incorporated by hosts in incremental tourism innovation (Casais et al., 2020). This mentioned paper is a contribution to the role of online reviews in tourism co-creation (Zhang et al., 2021).

The interaction in tourism is a key point for co-creation or co-destruction. My research also contributed to the perception of the tourist-to-tourist interaction in pilgrimage context. I analysed the motivations to go on pilgrimage following the previous state of the art (Amaro et al., 2018). Considering the heterogeneity of such motivations and the perspective of the importance of customer-to customer interaction in experiential tourism (Nicholls, 2020) , my analysis focused on pilgrim-to-pilgrim interaction and how the different motivations of purist and non-purists lead to a cocreation of the experience or a co-destruction of such experience because of conflicts among pilgrims with different motivations (Casais & Sousa, 2020).

The process of co-creation has been in the centre of my research in tourism, as mentioned before. I have analysed this construct from the perspective of the contribution given by stakeholders' interaction and the effects in place branding and place attachment. Residents and local community are seen as key actors in the creation of a place brand and in the ambassadorship of such place brand to tourists (Casais & Monteiro, 2019). An emotional place brand is also a driver of place attachment both for residents and tourists (Casais & Poço, 2021).

In brief, my experience as a women wanderlust allowed me to analyse the importance of digital technologies for tourism marketing, particularly to create value to the tourist experience from the search moment to the touchpoints during the tourism experience. My contribution focuses also in the importance of such digital marketing techniques to the process of value co-creation, which should be promoted with a variety of stakeholders, both among residents and tourist-to-tourist interaction.

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19. LIFESTYLE ENTERPRISING IN TOURISM AND HOSPITALITY - Contributions by Erika Andersson Cederholm

Prologue

When I started my PhD studies in sociology at Lund University in Sweden in the late '90s, I had never heard about tourism studies as an academic field or discipline. My insights into tourism as a specific field came later, in parallel with the growth and consolidation of the field. In Sweden, and I presume in many other countries, the development of tourism as an academic discipline came with incentives from higher education programs, underpinned by industrial and political initiatives for economic and regional development. Hence, my own development as an academic can be viewed considering the establishment of a disciplinary field.

After completing my doctoral thesis, I was employed as an associate professor and became responsible for an educational program in Tourism Management. This interdisciplinary academic environment has influenced me as a researcher, and here, I will give an overview of my research on small-scale businesses in tourism. But first, I will briefly mention some of the intriguing ambiguities I encountered as a new academic. These ambiguities have contributed to shaping my academic values and the lens I look through to view the world as a researcher.

My point of departure to tourism was pure sociological curiosity. At that time, I had, and I continue to have, an interest in social phenomena that harbour tensions and contradictions. Tourism is an industry as well as a social and cultural phenomenon; this specific combination makes it a suitable context for analyzing ambiguities, social tensions, and complex problems. My doctoral thesis was on backpackers´ travel experiences, with a specific focus on the social constructions and commoditization of the concepts of 'extraordinary' and 'authentic'. After defending my thesis in 1999, I found myself, a bit reluctantly in the beginning, becoming increasingly involved in the industrial and management side of tourism.

At our newly established department in Lund University, we were quite proud of our close collaboration between the university and the 'rest' of society. However, this collaboration was not free of tensions. I was a bit uncomfortable with my newly ascribed role as an 'expert' in tourism. My knowledge of the more practical managerial and economic matters of tourism was quite limited, and I had the impression that 'useful' research was expected to produce hands-on solutions to organizational issues or product development. Generally, as a tourism researcher, I have often found a gap between my own research interests and the expectations held by industrial partners or government representatives regarding what tourism research is and what it should contribute. The type of research I am interested in has seldom generated the type of knowledge that is directly and simply translated into practical solutions.

Eventually, I became comfortable with the gap, and I even started to think that it was interesting in its own right, because it reveals different ways of thinking about and practicing knowledge. I am convinced that different forms of knowledge are complementary, as long as they are respected, and it is understood that they are different, based on different premises, and have different aims.

A conceptual tool that has been useful for building my own understanding of the tension between academic and industrial knowledge is the construct described by Alexander Nicolai and David Seidl (2010),

which defines a distinction between conceptual and instrumental knowledge. Conceptual knowledge acknowledges and problematizes complexities; in contrast, instrumental knowledge reduces complexities and finds applicable solutions. This distinction is reflected in professional identities inside and outside the realm of academia; indeed, business consultancies are often oriented towards instrumental relevance, and academic knowledge highlights and problematizes complexities. However, in my experience, in everyday academic practice, it is seldom openly acknowledged that conceptual and instrumental knowledge are different forms of knowledge, with different types of relevance, and that are based on different premises. In academia, particularly in scholarly fields with an applied orientation, the constituents often assume that knowledge is simultaneously conceptual and instrumental, or something in-between, rather than openly acknowledging these different – and thus complementary – viewpoints. This assumption causes tension, and it has bothered me, because it can create miscommunication between industry practitioners and university practitioners. However, this tension has also intrigued me.

The tension is not solely due to the usual academic disputes over disciplinary boundaries. Nor is it solely about the complexities of tourism, both as an industry and as a social phenomenon. The very division between, on one hand, the economy and the world of business and marketing, and on the other hand, the 'social' and 'societal' humanistic dimensions, seems to reflect a wider social phenomenon. For example, 'economic reality' is often juxtaposed with 'social reality', and the commercial sphere is often juxtaposed with the intimate and personal social spheres, often with clear cultural and emotional boundaries. What caught my analytical interest was that these juxtapositions seem to be a way of ordering the social reality that permeates our whole society and our way of thinking.

I started to realize that the seemingly constant tension between the economic and social spheres is a fascinating topic in its own right, and tourism is a context perfectly suited for analyzing this topic. To embark on this endeavor, I turned to economic sociology, as well as the old classics: sociology and anthropology. Economic practices – broadly and simply defined as practices that sustain and organize activities of economic relevance – harbor social, cultural, and moral complexities worthy of investigation. Although my perspective is oriented towards the conceptual side of these complexities, I am quite convinced that knowledge about this economic vs. social tension is useful and relevant outside academia. Perhaps it will not provide clear, hands-on advice on how a business should be run, but it can provide useful, relevant conceptual tools.

Maintaining ambiguous boundaries between lifestyle and business

The main theoretical perspectives and paradigms that guide my research are sociological interactionism and social constructionism. My focus is on social practices, and the issues I address concern how social reality is 'made', 'enacted', and 'talked into being', in a specific social context. Although my research primarily has a micro-oriented focus, my aim is to analyze the social actors' construction of a reality, and my theoretical ambition is to capture the dynamic interrelationship between the structural dimensions of society and the corresponding situational interactions.

Since 2006, I have worked on several research projects that involved rural-based enterprises in tourism and hospitality. Many of the tourism businesses that I encountered in my research were small businesses, often micro businesses. These businesses were often family-based, and some of them formed part of a personal lifestyle change inspired by a geographical migration. Some of the businesses I have studied were run by former urbanites that left a city lifestyle and a profession to start a new business in tourism. The business owners were typically wholeheartedly engaged in their businesses. Work was their passion, and the business was their life. Many were engaged in their local community, with friends and village neighbors involved in their business. This type of business operator is often described as a 'lifestyle entrepreneur'. The growing literature in this field has demonstrated how these operators often emphasize the non-pecuniary or non-growth-oriented intentions of their businesses (see for instance Ateljevic & Doorne, 2000; de Wit

Sandström, 2018; Di Domenico, 2005; Getz, Carlsen, & Morrison, 2004; Helgadóttir & Sigurdardóttir, 2008; Ioannides & Petersen, 2003; Marcketti, Niehm, & Fuloria, 2006; Sweeney, Docherty-Hughes, & Lynch, 2018).

In taking a closer look into the everyday practices and narratives of these business operators, there is one pattern that I have found particularly interesting. Despite this boundary-less type of enterprising, with blurred lines between work and life, structural and normative distinctions are being reproduced and also questioned. Boundaries were marked, although in subtle and contextual ways, between business relationships and friendships and between family life and professional life. These business owners often referred to a normative image of a 'proper' business. They often said, with self-reflective laughter, that they were not 'real' business operators. They emphasized that they were not interested in profit, or even money; instead, they wanted to enjoy their (working) life, do something meaningful to them, or preserve a family heritage. In these narratives, they seemed to refer to a common image of a typical (often male) entrepreneur, who was typified as rational, in a calculating manner, innovative, and growth-oriented.

This type of account was particularly salient in one of my projects that focused on small-scale horse-based enterprises. Nearly all the operators in that study were women (the large majority of small-scale horse business owners in Sweden are women), and they had started their business as a hobby, motivated by a personal interest in horses. Some wanted to combine family and work, and having a business at home enabled them to combine work with parenting pre-school children. These business owners seemed to simultaneously embrace and resist the ideas and assumptions of running a 'proper' business. This tension was reinforced by consultant advice that they encountered on how to run a business-like business or how to have a 'good' balance between life and work.

In the article, *Lifestyle enterprising: the 'ambiguity work' of Swedish horse-farmers* (Andersson Cederholm, 2015), I theorized on this phenomenon by introducing the notion of 'ambiguity work'. I drew on Robert Merton´s (1976) notion of sociological ambivalence and Victor Turner´s (1970) discussion of liminality. Combining those classic studies in sociology and anthropology was useful in analyzing how these female entrepreneurs seemed to maintain a balance between socially defined spheres. I proposed the concept of 'ambiguity work' to highlight the in-between character of this balance and to emphasize the agency involved in maintaining fuzzy boundaries. Although structurally encouraged, and even reinforced, the common boundaries between categories, such as work and life or business and personal relationships, seem to be situationally negotiated in everyday life – sometimes boundaries must be confirmed, and sometimes they must be resisted. Thus, ambiguity work persistently, but quietly, calls into question overly simplified normative distinctions on how to run a good business or how to lead a balanced working life.

Relational work

To study the nexus between structure and agency, in the messy everyday world of lifestyle-oriented tourism enterprising, I have found theoretical inspiration in the work of Viviana Zelizer (2005; 2012; 2013). As a forerunner in the field of interactionist economic sociology, Zelizer problematized the popularized, common division between the economic and social-life spheres. This distinction, according to Zelizer, is a social and moral marker, a way of ordering social reality. The boundaries are often morally charged, and they are sometimes popularized in sayings, such as 'business is business, and friendship is friendship'. The boundaries become particularly visible, when services that are morally and culturally expected to be 'free' and 'pure' from the logic of the market, are brought into a commercial relationship (see also Hochschild, 2011; Mears, 2015).

Everyday economic practices – in the private sphere and in the overall economy – include boundary making, and the accompanying taboo or moral resentment that arises when borders are crossed. When are monetary transactions between friends or lovers appropriate, and when are they inappropriate? Some forms of exchange are characterized by a gift exchange (i.e., bartering), rather than a market exchange. When is returning a favor more appropriate than asking for payment? Boundaries may be somewhat

permeable in some social contexts, particularly where boundaries are less structured or enforced (cf. Bandelj, 2012).

Zelizer´s main point was that the spheres of 'economy' and 'social life' are always connected, in their more fundamental meanings. However, we mark boundaries between these spheres in various ways. Zelizer called this work in forming boundaries 'relational work', because the boundaries between different value spheres comprise different types of relationships. One indication of the categorization and form of the value ascribed to a relationship is the choice of repayment, or what Zelizer (2012) termed ´media´. Media can be quantifiable, such as money or working hours, or less quantifiable, such as favors, knowledge, or emotional support. The media used (or not used) and how the boundaries are negotiated in different categories of relationships are instructive in understanding the social and economic organization of the work, and how the different value spheres are intertwined.

My research has focused on the types of tourism enterprises that have boundaries that seem particularly negotiable, probably due to the character of these businesses. I often hear self-reflective questions, such as 'Should I pay my neighbor for helping me with the horses, or do I repay them with favors?' and 'Is it appropriate to accept a personal invitation from a paying guest that wants to give me something in return?'

The value of intimacy

Intimacy is not unique to tourism businesses. However, the phenomenon of lifestyle-oriented enterprises in tourism and hospitality provides a good case in point. The negotiated character of relational work, and the boundaries made between intimate and personal life spheres are analytically visible in the contexts of tourism and hospitality. Furthermore, the specific dimension of lifestyle in these businesses points to another phenomenon: the experience of intimacy as a core value, both for the business owners and for their visitors.

In the article, *The Value of Intimacy – Negotiating Commercial Relationships in Lifestyle Entrepreneurship* (Andersson Cederholm & Hultman, 2010), that I co-authored with Johan Hultman, we proposed the idea that a lifestyle business is not merely a personal project that involves balancing between lifestyle, family life, and work. A lifestyle business is also embedded in a process of marketization, where a personal service is provided, including the business owners' own lifestyle, and it is valorized as a product on an experience market. In this mode, the notions of intimacy and emotional value are transformed into economic value; however, it cannot be achieved without intense boundary work. This topic was followed up in the article, *Relational work in lifestyle enterprising: sustaining the tension between the personal and the commercial* (Andersson Cederholm, 2018), where I drew more specifically on the concept of relational work.

Another path in my research on the intersection between commercial and non-commercial spheres was illustrated in the article, *With a little help from my friends – relational work in leisure-related enterprises* (Andersson Cederholm & Åkerström, 2016), which I co-authored with Malin Åkerström. In this article, we departed from the specific characteristics of the leisure-based enterprise. Considering the fact that leisure-based enterprises attract many voluntary workers, we discussed how a gift economy, consisting of favor exchanges, could work in a business that balances between market relations, leisure networks, and friendships. We demonstrated how formal relationships – such as the relationships between an employer and an employee and between a service provider and a customer – could exist, both in-parallel and intertwined with friendship and friendship-like relationships. Our argument was theoretical. We aimed to advance the understanding of relational work by proposing nuances to the argument that relational work always aims to make distinctions between different forms of social-economic exchange. We demonstrated that relational work may also include practices intended to maintain indistinct, fuzzy boundaries between different types of relationships involving business transactions. This relational work, we argued, seemed to sustain the intersection between a formal and informal service economy, and it illustrated how market relationships are constantly intertwined with gift economy exchanges.

Gift exchanges and the market

The theoretical topics of a gift economy, favor exchanges, and friendship in work relations were further investigated in the research project, *The social and cultural arena of hunting tourism entrepreneurship*, which I performed in collaboration with Carina Sjöholm. In this project, we continued studying lifestyle-oriented entrepreneurship and work emanating from leisure interests by studying the emergence of recreational hunting tourism in Sweden. Theoretically, this is an interesting case in point, because it illustrates the tension and intersection between market- and non-market relationships in enterprises based on natural resources, traditions of stewardship, and friendship-oriented networks. Recreational hunting can be depicted as a morally contested space, with intense social negotiations among the actors involved on what should be considered sustainable wildlife management, good animal ethics, and sustainable, ethical business practices. In the article, *The tourism business operator as a moral gatekeeper – the relational work of recreational hunting in Sweden* (Andersson Cederholm & Sjöholm, 2021), we theorized that hunting tourism in the Swedish context was a complex, morally bound economy, where stewardship hunting and gift economics, in the form of friendship exchanges, were both intertwined with and kept separate from market relations. This complexity makes the hunting event, as a tourism product, a form of 'peculiar goods'. This term was used by Marion Fourcade (2011) in an analysis of products with an ambiguous status, which appear on the margins of established markets, where commodification may evoke moral doubt and emotional resistance. The analysis demonstrated how moral arguments concerning wildlife management and human well-being were embedded in market relations, and how commodification of recreational hunting has been influenced by a discourse on tourism experiences.

Summing up: the moral economy of tourism

The different studies and examples that I outlined above illustrate, in various ways, the moral economy of tourism. By adding the notion of 'moral' to 'economy', I wanted to emphasize how tourism – as an industry *and* a social phenomenon – is deeply embedded in social, cultural, moral, and emotional contexts. Hence, the process of transforming an individual's lifestyle and services into tourism experiences cannot be fully understood from an economic point of view, when viewed solely as a market; it must also be understood that this type of economic activity is deeply embedded in different forms of social and moral exchanges. When people make their own lifestyles into a product, or wildlife resources into a product, the process is intensely negotiated. Boundaries are negotiated and (re)drawn between commodifications that are considered 'right' and 'wrong', between close relationships and business, and between life and work. The economy and our 'social life' are, in the words of Zelizer, connected worlds. Hence, there is a constant urge for ordering and boundary making. However, there are instances when these boundaries are particularly indistinct, and tourism offers many such examples. By drawing on, but also theoretically contributing to interactionist economic sociology, my studies have added new perspectives to the phenomenon of lifestyle enterprising. Conceptual tools, such as boundary work, relational work, and gift economics, can make the everyday practices of tourism and hospitality businesses more apprehensible. Furthermore, the notion of a moral economy may advance our understanding of a tourism 'economy'.

Epilogue

In what way is an analysis of the moral economy of tourism useful? In what way does this analysis have societal relevance? I would argue that it is relevant to understand what people consider relevant practices, and why they consider it relevant. For instance, it is useful to understand economic activities – in the broad meaning of 'economic' – and the moral and social dimensions of these activities, because this understanding comprises knowledge about what we *do*, rather than knowledge about the common

assumptions of what we *should* do. However, this knowledge also reveals what we think and say we *should* do, and it puts these moral dimensions into social and cultural contexts.

To a social scientist like me, the distinction between conceptual and instrumental knowledge has been useful. By accepting and acknowledging the conceptual relevance of my research, I can more easily articulate the relevance of ambiguities and complexities. Thus, I do not offer practical solutions, but I offer concepts that are 'good to think with', which may affect the way people reflect upon their social reality, for those in tourism, those working in the industry, tourists, or those living where tourists visit. These concepts may be thought-provoking, and thus very practical, in nature. They are tools to think with, and they provide new lenses that we can look through to see the world and understand our own actions. These concepts are also tools for critical thinking, which makes us aware of our own assumptions, makes us question those assumptions, and prepares us for studying phenomena that are complex, ambiguous, and sometimes contested.

Written by Erika Andersson Cederholm, Lund University, Sweden
Read Erika's letter to future generations of tourism researchers

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20. TOURISM AND (RE)PRESENTATION: BEYOND COLONIALISM - Contributions by Donna Chambers

Wat a joyful news, Miss Mattie,
I feel like me heart gwine burs
Jamaica people colonizin
Englan in reverse.

Dem a pour out a Jamaica
Everybody future plan
Is fe get a big-time job
An settle in de mother lan.

What a islan! What a people!
Man an woman, old an young
Jus a pack dem bag an baggage
An tun history upside dung!

An week by week dem shippin off
Dem countryman like fire,
Fe immigrate an populate
De seat a de Empire.

Oonoo see how life is funny,
Oonoo see de tunabout?
Jamaica live fe box bread
Outa English people mout.

Wat a devilment a Englan!
Dem face war an brave de worse,
But me wonderin how dem gwine stan
Colonizin in reverse.

Excerpts from *Colonization in Reverse* (1966) by Louise Bennett Coverley

Introduction and background

I believed it was important for me to begin my contribution to this book project with excerpts from the poem titled '*Colonization in reverse*' by Louise Bennett Coverley, in which she narrates the story of the mass migration of Jamaicans to the United Kingdom (UK) during the post-World War II era from 1948 until about 1973. Up until independence in 1962, Jamaica was a British colony and thousands of Jamaicans were recruited to fill post-War vacancies in the 'motherland.' Louise Bennett-Coverley, one of Jamaica's foremost poets, writers and actors described this mass migration as *reverse colonization* referencing previous mobilities in the other direction from Britain to the Caribbean during the colonial era. Of course, while both mobilities served the colonial project through the exploitation and extraction of resources, they were different – the post-War movement of Jamaicans to Britain was predominantly in the form of flows of human capital where the descendants of formerly enslaved people sought to take

their place as equals in the very seat of the empire. Conversely, mobilities from Britain to Jamaica primarily focused on the trade in goods produced under the system of African enslavement. In '*Colonization in Reverse*', Bennett-Coverley turned the exploitative colonial relationship between Britain and Jamaica on its head by portraying this mass migration as a positive phenomenon for the former colonised, an opportunity for Jamaicans to improve their lives and livelihoods through working and living in the heart of the empire. At the same time, she was under no illusions that these Jamaican migrants would be welcomed with open arms and indeed she described this as being potentially more problematic for the British than the war and other hardships that had been endured. After all, the British were not used to having descendants of the very people they had enslaved competing with them for jobs in their own country as she so astutely observed in the following two verses of the poem:

> Oonoo see how life is funny,
> Oonoo see de tunabout?
> Jamaica live fe box bread
> Outa English people mout.
>
> Wat a devilment a Englan!
> Dem face war an brave de worse,
> But me wonderin how dem gwine stan
> Colonizin in reverse.

According to Schenstead-Harris (2017) *"in Bennett's poem, migration occurs in a context that clearly intends to leverage historical imbalances between colonizer and colonized"* (2017, p. 139). Paul (1997) argues that while these Jamaican migrants may have held British passports, served during the war and might have been documented as British citizens, nevertheless, *"because they were black, they were not and never could be British to the first degree"* (1997: 129). These early Jamaican migrants (and also those from other Caribbean islands) and their descendants certainly faced significant anti-Black racism in Britain leading to several riots and civil disturbances including in Toxteth, Liverpool (1981) and Brixton, London (1981). While today things have improved, anti-Black racism still exists in almost every sector of the British society. Importantly, the advent of mass tourism in postcolonial Jamaica saw further changes to human mobilities between Britain and Jamaica with tourism being described as neo-colonialism or a new form of imperialism in so far as tourism perpetuates the exploitative relationship that existed under the colonial regime (for more on the link between tourism and colonialism please see for example Bandyopadhyay, 2011; Palmer, 1994; Hall & Tucker, 2004).

Yet Miss Lou, as she was affectionately called in Jamaica, was not always celebrated in Jamaica. Pre-independence in the late 1930s she was, according to Hoenisch perceived by the Jamaican public as:

> *an entertainer, versatile and skilled, but of limited local and cultural appeal. This image was shaped to a large degree by the fact that she used Jamaican "dialect ", or creole, in her poems and prose; spoke about everyday experiences of common people; placed her work in the context of folk culture; and chose orality as her medium of expression....For decades, Louise Bennett was caught in the role of an entertaining performer in the medium of folk culture* (1993, p. 181).

Indeed, her work:

> *could be perceived as a direct expression of a somewhat exotic "native" culture, which remained outside the sphere of what was considered literature. This patronizing view of her work, shaped by an implicit acceptance of the dominant culture of the colonizing 'motherland', is illustrated by the fact that she was not included in the early literary projects which began to assert an independent Jamaican culture since the late 1930s.* (Hoenisch 1993, p. 182)

It was only when independence from Britain (in 1962) changed the socio-cultural and political landscape that Miss Lou came to be celebrated as a central figure in the development of a unique Jamaican national

identity. Through her poems, writings and performances, she led the charge to establish a Jamaican national identity in the post-independence era.

Miss Lou had a significant influence on my own childhood (and I would argue also that of many Jamaican children) as it was through engaging with her poems and performances that I developed a sense of my own identity as a postcolonial subject and its attendant gender, race and class complexities. Miss Lou encouraged Jamaicans to celebrate our unique language (patois/creole), our mixed heritage and to reject white superiority. She did this at a time when English, the language of the British colonisers, was venerated and normalised as the language of the elite and the Jamaican dialect was denigrated as being crude, uncouth and the language of the poor and uneducated. The nomenclature of the Jamaican language as 'dialect' itself signified its peripheralisation in the context of the centrality of English (Hoenisch, 1993).

Countless hours of immersion in Miss Lou's performances and poetry exposed me at that young age to the nature of colonialism and its effects on the colonised, a theme which was to run throughout my personal and academic life albeit I perhaps was unable to articulate this until much later when I went to university. So it was that the political, economic and cultural integration of the Anglophone Caribbean islands was very important to me as I believed that it was through unity that we, as small island peoples, would be able to triumph against imperialism. I studied International Relations at University and wrote a thesis on the extent to which the peoples of the Caribbean countries that comprised the Caribbean Community (CARICOM) felt a common sense of identity. I was very much interested in matters of Caribbean integration and our relationship with the countries of the Global North and after university I gained employment with the Ministry of Tourism in Jamaica. It was then that I became engaged, from a policy perspective, with tourism as a tool for development in small island countries like Jamaica. I witnessed first-hand the conflict that arose between our emancipation as an island and our dependence on tourists from the countries of the Global North. I witnessed first-hand the inequalities that existed between the Western tourists (predominantly white) and the poorly remunerated tourism workers (predominantly black). I was ambivalent (and perhaps still am) about the value of tourism for small island post-colonial societies like Jamaica as while it is incontrovertible that it has delivered some economic benefits, it is also undeniable that it creates a dependency reminiscent of that which existed during the colonial era, supporting the notion of tourism as a new form of colonialism.

Tourism (re)presentations: Beyond colonialism

I arrived in the United Kingdom in 1998 to undertake a Masters degree in Tourism Management as while I had experience of tourism public policy and the business aspects of tourism I was keen to learn more about tourism as an academic subject and there were unsurprisingly more opportunities to do so in the UK. Given my long-standing interest in politics my Masters thesis examined the role of politics, expressed in the form of public policy, in the development of tourism in Jamaica. I examined two distinct political periods in Jamaica – the first I deemed as the era of socialism between 1972-1980 and the latter the period of capitalism between 1980-1989. An important part of this exploration was how public policies were influenced by political ideologies and geo-politics and how these affected the development of tourism in the island. I published a paper from this thesis with my supervisor (Chambers & Airey, 2001) and this was my very first academic publication. My research for this paper examined tourism in Jamaica at a time when the Cold War between capitalist countries (represented by countries in North America, the European Union and their allies) and socialist countries (represented by countries in the former Soviet Union, China and their allies) was at its height and issues of geo-politics were very important. Jamaica, as a small, post-colonial, tourism dependent economy could scarcely hope to chart its own politico-economic destiny, located as it was in the 'backyard' of the United States. I argued in this paper that during the era of socialism in the 1970s, the decline in Jamaica's tourism fortunes demonstrated the:

> danger faced by a tourism dependent, small island state in the 'backyard' of the United States,

articulating an ideology and developing public policies which are antithetical to the latter's political philosophy (Chambers & Airey, 2001, p. 118)

Whereas during the period of capitalism in the 1980s:

the economic policies of the government [focused] on the encouragement of foreign investment and the reduction of government involvement in industry. The government's foreign policy of developing friendly relations with the United States impacted positively on the tourism industry (Chambers & Airey, 2001, p. 118).

This research highlighted the politics of tourism and the complexities of tourism development in a small island post-colonial developing state. These themes continued to influence my academic thinking.

After this Masters degree I received a bursary to pursue doctoral studies again in the UK and my interest in the politics of tourism strengthened but this time my attention shifted to issues of power and particularly the power of representation. My focus was on the representation of English heritage and what this said about English national identity. It was only on reflection that I realised that Miss Lou's poem on *Colonization in Reverse* had had a significant influence on my desire to understand the link between England's heritage and its identity as a nation. This doctoral project marked my entry into postcolonial and Foucauldian discourse theory. I remember reading Edward Said's *Orientalism* for the first time for my doctoral thesis and it was as if a light bulb had been turned on in my head. At last I had discovered a theoretical framework that provided a plausible explanation for the nature of the postcolonial relationship.

In my doctoral thesis I examined representations of English heritage as portrayed by two iconic English/British institutions – English Heritage and the National Trust. Drawing on postcolonial and discourse theory I wanted to understand not only what was being**said** about England's heritage but also the silences and elisions – I had many questions that I wanted to explore including: to what extent was England's heritage inclusive of its colonial past? Of women? Of the working classes? How powerful were discourses of heritage and how did they frame England's national identity? How could hegemonic heritage discourses be resisted? My thesis was primarily informed by the writings of Said, Foucault and Laclau and Mouffe. My second academic publication was derived from this doctoral thesis and here I argued that:

heritage and the nation might be perceived as discursive constructions that have been articulated together into a hegemonic discursive formation. This conceptualization of a discursively constructed heritage/nation relationship is important for tourism studies because in a postmodern, global era it is in and through tourism that this relationship is most readily apprehended...this ... can open up understanding to those power/knowledge relationships at work in the representation of heritage in and through tourism and how this relates to a national concept. Such understanding can facilitate a rethinking of heritage construction for the tourism industry (Chambers, 2005, p. 241).

I had found that English heritage, as (re)presented in the promotional materials from the institutions English Heritage and the National Trust had occluded Britain's colonial past, women and the working classes and this had crucial implications for how the national identity of England was (re)presented. I wanted to expose the power relationships at work in these (re)presentations and advocated for change. Since I completed my doctoral thesis, I continued my examination of how people and places are represented within tourism, largely inspired by postcolonial theory. I found postcolonial theory very valuable as it seeks to explore the effects and affects of colonial domination by unpacking the (re)presentations of the former colonised peoples and places in literature, the news media, film, art, tourist brochures and other modes of communication. Postcolonial theory enabled me to appreciate how the way in which we (re)present people and places that were formerly suppressed under colonial rule has implications for how we live our lives today. In one example I drew on postcolonial theory to unpack the phenomenon of gay tourism in Jamaica and argued that Jamaica's attitude towards homosexuality (which precluded the development of a formal gay tourism product in the island) was linked to its postcolonial condition as a former British colony (Chambers, 2008).

However, as I progressed in my academic career, I became increasingly uncomfortable with postcolonial theory. I realised that like Miss Lou, who had argued for the development of a Jamaican identity that was creolised, an identity that was uniquely Jamaican but which was drawn from a 'harmonious' mix between the island's British and African heritage, I was actually working within the confines of a predominantly Western construct. I cannot recall the exact moment when I was introduced to alternative theories namely decolonial, critical race theory and black feminism but I was clearly searching for some new understandings that might provide more plausible explanations for my own complex and often difficult experiences as a post-colonial subject trying to make a life for herself on her own in Britain. Consequently, for the past more than ten years I have been reading works from decolonial Latin American scholars including Enrique Dussel, Walter Mignolo, Ramon Grosfoguel, and Gloria Anzaldua. I have been reading works from Black feminist writers including Kimberle Crenshaw, Audre Lorde, Sarah Ahmed, and bell hooks. Linda Tuhawai-Smith's seminal publication on *Decolonizing Methodologies* was also instrumental to my rethinking about research and about the production of knowledge.

I remain convinced that decolonial theory presents a more radical approach than traditional postcolonial theorising. This is because it is focused on disrupting the traditionally dominant Anglo/Eurocentric ways in which our knowledge about the world has been produced. It is focused on epistemological decolonisation or put simply, the emancipation or delinking of knowledges from the hegemonic stranglehold of Anglo/ Eurocentrism. Decolonisation demands an emancipation that is embodied – that is, one that is corporeal, mental and emotional. Unlike postcolonial theory it is not seeking to '*use the master's tools to destroy the master's house*' (Lorde, 2017, p. 91). Critical race theory is very much aligned to decolonial theory and is focused on the way in which racism is very much a feature of our contemporary societies. Black feminist theory recognises that it is important to explore how the intersection between gender, class and race can help us to understand Black women's experiences of silencing through racism and sexism. Black feminism suggests that there is no single story about women's experiences of oppression. Clearly postcolonial, decolonial, critical race theory and black feminism bear family resemblances, and I have applied insights from all these perspectives to my research within the field of tourism.

Using decolonial theory I have argued in my research for an innovative agenda for tourism knowledge production which values perspectives from tourism scholars from the Global South and whose cultural and historical knowledges about their own societies can be used to enrich our understanding of tourism. I have contended that what we have so far been learning about tourism in our universities and colleges has been almost exclusively informed by Anglo/European perspectives which has led to the silencing of knowledges from the Global South. In this sense I am in solidarity with other scholars and student groups who have been advocating for the 'decolonisation of the academy' (Chambers & Buzinde, 2015).

Critical race theory and particularly concepts of 'whiteness' and 'white privilege' has enabled me to analyse white female sex tourism to countries of the Global South. My research in this area has included a critical analysis of two films primarily owing to the complex colonial histories of the destination countries involved and their continued problematic postcolonial presents. The two films are *Heading South*, set in the Caribbean island of Haiti and released in the UK in 2006, and *Paradise Love*, set in the sub-Saharan East African country of Kenya, which was first screened at the Cannes Film Festival in 2012 and on general release in 2013. In my analyses of these films I demonstrated that through sex tourism white power is reproduced and re-inscribed in the Caribbean and other parts of the Global South not only by Western men but also by Western women. Exposing the power of whiteness (including its gendered dimension) allows us to highlight a central source of exploitation that persists in tourism. I argue that addressing the continued power of whiteness is a necessary endeavour for the sustainable and ethical development of tourism in the Global South (Chambers, 2021a, 2021b).

Concluding remarks

Overall, my research draws inspiration from my own lived experiences as a postcolonial Caribbean subject, a Black woman working in the field of tourism where our voices were traditionally silenced, where we were often ignored in discussions about tourism knowledge and practices. This elision I would argue is due to the intersectional forces of racism and sexism, both of which were central to the success of the colonial project. Like most qualitative researchers I believe strongly that one's positionality is important in research and it pervades every aspect of this process from idea conceptualisation through to the interpretation of findings, and its presentation. As I indicated in a previous publication, being explicit about one's positionality is:

> *not a call to self-indulgence or solipsism. Rather, I believe that tourism research which seeks to produce new knowledges and which is not deeply self-reflexive in terms of the researcher's own motivations, experiences and situatedness will have limited value in terms of providing honest solutions for the problems that exist in our increasingly complex world* (Chambers, 2018, p. 195).

Underpinning my research is an emancipatory objective in so far as I seek to highlight inequalities and silences in the way that people and places are (re)presented in tourism and in the way in which knowledges about tourism are (re)produced in and through normalising Anglo/Eurocentric discourses.

However, I believe that my research goes beyond examining and exposing elisions in (re)presentations and has practical implications and relevance. It opens up a wide range of necessarily power political discussions about race, gender and privilege and how this pervades every aspect of our social life including tourism policies, practices and research. Like Audre Lorde, I see difference not as something that is divisive but as a productive force. For according to Lorde *"it is not difference which immobilises us, but silence. And there are too many silences to be broken"* (2017, p. 6)

Written by Donna Chambers, University of Sunderland, UK
Read Donna's letter to future generations of tourism researchers

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21. CONSUMER PSYCHOLOGY AND MARKETING IN TOURISM, HOSPITALITY, AND EVENTS - Contributions by P. Monica Chien

Since I was an undergraduate student, I have been fascinated by different facets of consumer behaviour and how people make consumption decisions. During my PhD, I received multi-disciplinary training in marketing, psychology, and management, and investigated how consumers evaluate brands based on their sponsorship portfolios as marketing communication strategies. Working with a team of inspiring collaborators, I am fortunate to be able to combine knowledge gained through my PhD training, industry experience in tourism and hospitality, and my passion in travelling into various interdisciplinary research programs. As a consumer behaviour researcher, I focus on the psychological mechanisms underlying consumer information processing and its downstream consequences on judgment, behavioural change and decision-making in the contexts of tourism, marketing, and sport. My work is informed by theories in cognitive and social psychology, as well as complementary concepts in marketing, management and advertising research.

Tourism-induced disruptions and intergroup interactions

One of my major research focuses is the effect of disruptions brought by (over)tourism. The issues under investigation are crucial and timely, as destinations worldwide have reported growing tension at individual, community, and institutional levels and struggle with change to social fabric. Intergroup interactions in tourism can be complex, given these often involve the meeting of people from different countries with varied cultural backgrounds, values, and norms of conduct. In particular, tourists may not always put on their best behaviour when on holiday as they feel they have earned the "license to sin" (De Witt Huberts, Evers, & De Ridder, 2012). Tourists' self-justification for indulgence as self-reward (Mukhopadhyay & Johar, 2009) can make them engage in – knowingly or unknowingly – rule-breaking behaviours, such as littering, queue jumping, or alcohol-fuelled misconduct. Because these behaviours violate either generic or local norms of conduct, they can create disturbance to the community, irritate residents, negatively affect other tourists' enjoyment, and even embarrass the tourists' compatriots, leading to inter- or intra-group conflict between residents and tourists, as well as among tourists (Chien & Ritchie, 2018).

Image 1. News reports on tourist misbehaviour have become commonplace.

Image 2. Popular destinations have seen an increased tension between residents and tourists.

My projects involve the development of a theoretical framework to understand the intergroup dynamics in international tourism and hospitality contexts. It explains how residents as well as tourists construe tourist misbehaviours and appraise intergroup conflicts. The framework also ascertains the impacts of destination and situational factors such as issue severity and message framing by the media. The empirical studies reveal intergroup friction over a range of deviant tourist behaviours and intergroup conflicts, and identify resident responses towards the misbehaving tourists, other tourists, and tourism development. The investigation also extends to service encounter settings, and examines conditions under which hospitality employees respond negatively to treatments by tourists that are perceived to be unfair, intentional, or even just a legitimate action. The research outcomes have implications for tourist and community well-being, quality of life, and policy formulation to ensure the sustainable development and competitiveness of tourist destinations.

Deviant behaviours in sport

This seminal work represents one of the first to systematically investigate the impacts of deviant behaviours in sport, or "scandals", on associated stakeholders, through the identification of relevant psychological processes that explain fans' responses to deviance by the teams and their players (e.g., Chien, Kelly, & Weeks, 2016; Kelly, Weeks, & Chien 2019; Sun, Chien, & Weeks, 2021). Drawing on theories from social psychology such as social identity complexity, this line of research explains the complex responses often displayed by sport fans upon exposure to negative publicity associated with athlete transgressions. The findings contribute to the evolving literature of sport scandal effects and theory building of intergroup dynamics towards deviant behaviours. The findings offered sport codes, sport teams, and corporate sponsors evidence-based recommendation to manage sport scandals.
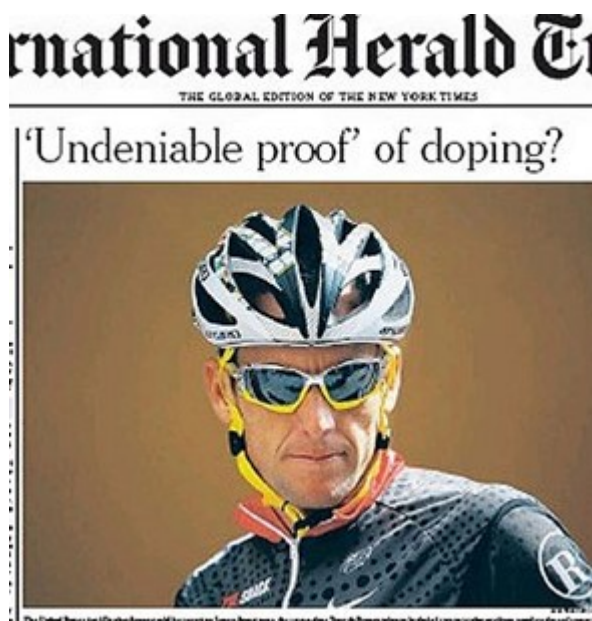
Image 3. Sport fans and sponsors may evaluate athlete transgressions differently.

Resident responses to mega-events

My work on the impact of mega-events as a mechanism for destination marketing has been centred on residents' cognitive, affective, and behavioural responses to mega-event projects. For example, I co-developed a longitudinal study to evaluate the legacies of the 2012 Olympic Games from a non-host community perspective. The work extended the temporal and spatial evaluation of mega-event impacts, by investigating residents' perceptions of event legacies at local, regional and national scales (Chien, Ritchie, Shipway, & Henderson, 2012; Ritchie, Chien, & Shipway, 2020; Shipway, Ritchie, & Chien, 2020). Through the lens of "social dilemma", the project uncovered important influencers and provided a new perspective on an old discussion. The work also informed the development of conceptual foundations that can be used to examine the relative significance of personal and collective impacts and the ways these intersect to determine resident support (Smith, Ritchie, & Chien, 2018). More recently, against the backdrop of the mega-event development in Japan (i.e., 2019 Rugby World Cup, 2020 Olympic Games, 2022 World Masters Games, and 2025 World Expo), my team and I investigated the impact of mega-event leveraging on host- and non-host cities, taking into consideration of regional revitalisation, tourist dispersal, and community wellbeing. The rare sequential occurrence of these mega-events provides a unique opportunity to understand their interlacing influences on resident responses in an Eastern culture context.

Future Research

My research will continue to focus on how consumers (i.e., tourists, residents, sport fans, sponsors) assess intergroup interactions, deviant behaviours, and marketing communications in tourism, hospitality and events. Emerging research hints at the importance of better understanding consumer behaviour post COVID-19 pandemic (e.g., Kock, Nørfelt, Josiassen, Assaf, & Tsionas, 2020; Sembada & Kalantari, 2020), which also represents a central focus of my research agenda forward. Several investigations are currently underway to examine, for example, how a protracted period of restraints associated with lockdowns in many countries influences impulse buying behaviour and indulgent consumption in tourism (Karl, Chien, & Ong, 2021), how consumers' pent-up travel demand underlies deviant or prosocial tourist behaviours, what interventions can be used to induce socially and environmentally sustainable tourist behaviour. Both laboratory and field experiments will be the main methods employed to examine these phenomena.

Written by P. Monica Chien, The University of Queensland, Australia

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22. LONGITUDINAL ACTION RESEARCH AND THE WATER-TOURISM NEXUS - Contributions by Stroma Cole

Prior to my academic career I was a tourism practitioner – as a twenty something white, British woman, having done an exchange year at an Indonesian University, I set up, managed and ran a tour operating company in Indonesia. In many ways I was what is now referred to as a social entrepreneur. I ran tours not only for my livelihood but also always to help the remote communities where I took tourists to. Contributions from the tourists to a village in Flores was used to bring water to the village. This was the beginning of a relationship with that village that has endured over 30 years, and my first experience of the water-tourism nexus. When I embarked on my PhD I wanted to work on something that was useful for the researchees and I knew I would go back to Flores. Presenting the results of my research to the villagers, local government and other stakeholders (at considerable expense to myself – not only returning to the other side of the world, but paying for a meeting room, providing transport for the villagers and refreshments for attendees) was my first multi-stakeholder meeting (without knowing that was a thing or having any training). The results were the Code of Conduct, developed and distributed to educate tourists on how to behave in the villages (Cole, 2007). I have returned to the villages in Flores every couple of years and it is this longitudinal nature of my research which is one of my contributions to tourism knowledge. My monograph (2008) traced twenty years of tourism development on Flores. So many studies provide a snap shot of a place at a particular time. So much in tourism changes so quickly, so much research is out of date by the time it is published. The second reason longitudinal research is so valuable is its impact.

Tourism and Water: An Evolving Understanding

My study of the tourism and water nexus has defined my research for the past 12 years. It has demonstrated that tourism adds to pressure on water resources directly contributing to water scarcity and inequity, posing a direct threat to people's right to health while exacerbating existing poverty and generating conflict and societal instability, and affecting gender relations. Bringing first a political ecology perspective (Cole, 2012), then a Human Rights view (Cole, 2014) followed by gendered political ecology perspective (Cole, 2015; 2016), and most recently an intersectional gendered political ecology approach (Cole, 2017) it is possible to see how a) my learning has developed and b) how I have doggedly stayed in the same field sites in order to have a longitudinal perspective and always taken an action approach to generate impact.

Given that the majority of tourism research is undertaken within an overarching neoliberal paradigm (Tribe et al., 2015) political ecology was (and still is) an extremely limited field in tourism but offered me the tools to explore the complex relations between water and tourism through a careful analysis of access to and control over water resources and their implications for the environment and destination communities.

It was during my first field work that I recognised (but did not explore) that it was always women who bore the brunt of water shortages – frequently caused by the inequitable use of water by hotels. If political ecology in tourism is rare, gendered political ecology is where I stand alone. This is surprising in my mind given the environmental consequences of tourism and that gender is "a critical variable in shaping resource access and control, interacting with class, caste, race, culture, and ethnicity to shape processes of ecological change," (Rocheleau et al., 1996, p. 4). Plenty has been written on the unequal gendered power relations embedded in the tourism sector, but socio-environmental issues have not yet been subject to systematic gender analysis. A gendered political ecology approach considers a range of environmental rights and responsibilities including property, resources, and use of space. It ensures that the voices of women and

other marginalized sections of the community are heard, their issues of access and control are considered, and is thus a very valuable, underutilised framework.

As I concluded (Cole, 2016, p. 44):

My *"gendered political ecology analysis highlighted how global economic interests are impacting by local level lived emotional and material realities. We are reminded that the hegemony of the dominant capitalist discourse of economic growth stands in sharp contrast to women's experiences of hardship and struggles for environmental justice. Minorities by gender, race, class and ethnicity are already unfairly disadvantaged in the face global political economy as well as increasingly those hardest hit by climate change. An alternative discourse to the neoliberal growth of tourism is required if justice for women who so readily shared their stories with me and the millions of others in coastal destination communities around the world who will increasingly suffer from competition over their water resources"*.

A critical feminist addition to political economy is the concept of intersectionality that explores how categories of identities such as gender, race, ethnicity, ability, age, sexuality etc. are mutually constructing and interrelated and shape systems of power. Intersectional analysis in tourism studies are still rare. One of my contributions to tourism studies is to combine intersectionality and feminist political ecology to show how some women are more impacted than others. When I went back to Flores, where tourism was expanding rapidly, I saw what I had observed in Bali but in a far more extreme way. I wanted to help the women of Labuan Bajo who I observed continuously struggling for a jerry can of water. By deliberately setting out to ask which women and why, struggled most, I found some keys and supported them to find solutions. On a theoretical level I discovered proximity to a water source is added to competition from tourism, a patriarchal culture, ethnicity and life stage as factors that re-enforce women's inequality. On a practical level I found that not knowing when the water would flow (which two hours, twice in the week) was the easiest problem to solve. After exposing my findings at a multi-stakeholder meeting, the water board scheduled water flows, reducing burdens for women who had pipes/access to pipes.

In my early explorations of the tourism-water nexus I was Chair of Tourism Concern – an NGO advocating ethical tourism, that worked to hold industry to account for its impacts on local communities and destinations, and to promote better tourism based on respect of Human Rights. My work was therefore embedded in a Human Rights based approach. The publication of Ruggie's "Guiding Principles on Business and Human Rights" (United Nations News Centre, 2011) gave me the platform to think through how the hotel industry needed to/could respond in respect to the Human Right to water. If, according to the UN, all businesses have a responsibility to respect human rights, companies need to make sure that they are not complicit in human rights abuses by ensuring due diligence and understand the likely impact of their operations on public access to water for domestic use.

My research (Cole, 2014) uncovered that the government did not sufficiently fulfil its duty to protect the residents' right to water. For the tourists and residents, a lack of knowledge represented a barrier to responsible behaviour, and thus more sensitisation of both groups was needed. Informed tourists could then use their purchasing power to choose a hotel which does not abuse the local community's rights to water. The research also explored the opportunities and barriers for hotels to respect the Human Right to water. While there has been little take up of this work, it did inspire Yesaya Sandang (Sandang, 2019) to use it as a focus of his PhD and has been taken up by the Indonesian Institute of Policy Research and Advocacy (ELSAM) who have since worked with government agencies including tourism, at the National and regional levels in Indonesia. Together, Yesaya and I also encourage the Indonesian government and tourism business alike to translate gender-responsive business and human rights principles into policies and instruments (Sandang & Cole, 2020; ELSAM, 2021).

As the international literature review in the world three major languages: English, Spanish, and Chinese (Cole et al., 2020) demonstrates there has been increasing interest in the tourism-water nexus over the past 10 years. However, studies are still limited in scope, both by geographic region and by topic. Most studies have concentrated on securing water for the tourism industry through water management, particularly in

hotels. The review identified major gaps: not only the discernible lack of literature that takes a gendered view, but also there have been no studies that have considered tourism and sanitation. Furthermore, despite the increasing importance of climate change, the studies thus far are about how the tourism industry can adapt and mitigate but studies that explore tourism, water and climate change from the communities' perspective are absent. Like the studies before them, the vast majority of studies in the review took a snap shot in time and space. My work differs because I have returned to my field sites on numerous occasions to follow up.

Longitudinal research and impact

The action approach of my work has relied upon a high level of trust and confidence, sharing of knowledge and experience, and personal involvement. The overwhelming sense of responsibility that I develop from having long, enduring relationships means that respondents needs and desires became important to me. Over time my research has changed from research about the impact *on* the people to research *for* the people. There are distinct advantages for the researcher returning to the same field site over a number of years: re-entry is easier, culture shock is minimised, and full engagement occurs only hours after arrival. Furthermore, moving to and from the study site over a period of years allowed for periods of reflection after periods of fieldwork. Maintaining close contact and developing an enduring friendship with my research assistant in Bali has been critical. Working with local research assistants, in partnership, has helped decolonise my work. As friends they can be brutally honest about other ways of understanding and this has been critical to widening my frame of vision. Meanwhile, I have supported them in their careers, and provided them with the foreigner's capital which is so useful in Indonesia.

As relationships develop so does trust and respect. It results in a depth of data unlikely to result from a once-in-the-field visit or even several visits over a few years. Rich insights and a depth of understanding have developed with increased trust. The longitudinal nature of my work has been critical to creating impact and being able to observe and record that impact. As we discuss in relation to Bali (Cole et al., 2021) by being in the field numerous times over a ten-year period allowed the building and sustaining of productive relationships. These enduring relationships are in themselves a form of subtle impact. Other aspects that we considered critical to impact success are researcher's purpose, mobilizing media, NGO partnerships and industry engagement. From the outset my research was academic, but the purpose was to bring about greater water justice. Together with my research assistant, our research has been unapologetically political. We allowed our empathy and concern to shape our work, it provided the passion and purpose necessary to be agents of transformation. However, we couldn't have done it alone. As explained earlier I started my research whilst chair of an NGO. In the field I was drawn to working with local NGOs, but it took time to develop the necessary trust. The research provided the evidence base and together with the NGOs, the forums for debate, as well as hooks to get media buy in, and created public debate. Part of our work was bringing NGOs together and getting them to work collaboratively. For tourism research to be impactful, industry engagement is necessary. We provided learning opportunities for industry, engaging them as partners to create a mutual dialogue of learning, and creating links between them to make changes on the ground.

Of course, we haven't changed the dire environmental situation in Bali. The rapid and continued expansion of the tourism industry has resulted in over-development. Larger hotels are reducing their water use per room, but their overall water use is still increasing. Smaller hotels facing over-supply and stiff competition are both unaware and unable to make changes. Meanwhile the post reformation governance system in Bali is not conducive to resource management or conservation. However, we have raised awareness, changed the discourse and supported those that know the business as usual model is broken and that a longer-term sustainable development agenda is necessary.

Future directions

During my work in Labuan Bajo, Flores I sensed that women were subject to great gender-based violence when water was scarce. They were unable to fulfil their gendered household obligations, and this was a spark for violence. The additional work of walking further, queuing for longer, waiting while catching drips for longer meant they were unavailable for child care and indeed paid work. These additional stresses strained interpersonal relationships to breaking point. My present research is exploring this interconnection.

With what is known about the intersectionality of experiences of women in destinations an under-investigated area is the additional unpaid care work that falls on women when they compete for water supplies with the tourism industry. No studies have so far been conducted to explore the labour/additional labour and its consequences. Several of us have pointed out that additional physical and emotional labour is a consequence of competing with the tourism industry for water, but this has not been subjected to detailed analysis.

As competition for water increases it is increasingly privatised. This trend will continue with climate change and especially in coastal tourism destinations as sea-levels rise and salt water intrudes. We already know privatisation of water creates deeper gender and other inequalities and thus, given the central importance of water to the tourism industry and to women's daily lives, this is an area where research into the solutions is urgently needed.

My research in Bali remains ongoing. It will be interesting to see the impacts of the pandemic. Will a change, to a more sustainable future emerge, or will the power of foreign investment mean a rapid return to business as was usual?

Written by Stroma Cole, University of Westminster, UK

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23. RELIGIOUS TOURISM / PILGRIMAGE STUDIES - Contributions by Noga Collins-Kreiner

My Academic Pilgrimage*

*A **pilgrimage** is a journey, often to an unknown or foreign place, taken by a person seeking new or expanded meaning about him or herself, others, nature, or a higher good. As such, it can lead to personal transformation.

My Academic Pilgrimage

Have an Impact.

Aurville
Santiago de compostella
Lourdes
Fatima

Religious Tourism Research

Keep on walking no matter what, dont stop

People

Follow Accompany Guide

Who? What? Where?

Holy Land Research

Be Flexible

Take your family with you on your journeys.

Post Doc

MA

PhD

Believe in what you do

Follow others but create your own path.
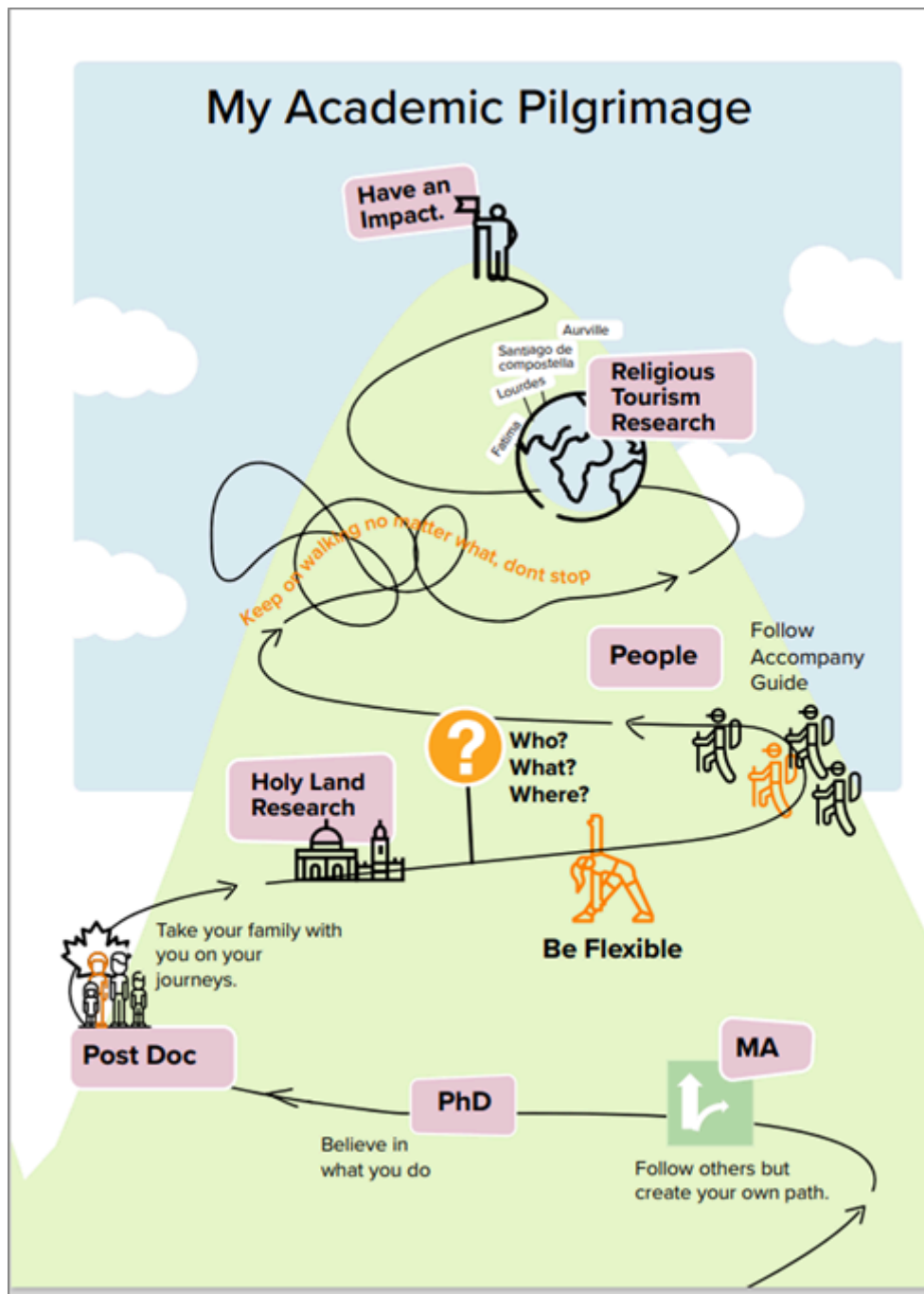
My pilgrimage began 25 years ago, when I wrote my master's thesis on Christian pilgrims to the Holy Land. I chose this topic in order to follow in the footsteps of others in the field of tourism, but I also wanted to find my own path and to research what was then the still largely under-researched field of pilgrimage/religious tourism.

Over the past decade, I have deepened and broadened my primary areas of research and expertise. They now include pilgrimage studies, religious tourism, and religious geography; tourism development and the environment; mobilities of hiking and senior-citizen tourists; and a new focus: tourism in the Covid-19 era.

1) Pilgrimage Studies, Religious Tourism, and Religious Geography

Since completing my master's thesis (1995) on Christian pilgrims to the Holy Land, I have engaged in many research projects on pilgrimage, religious tourism, and the religious geography of sites, concepts, and religions. Inspired by these topics, I have also investigated heritage tourism, spiritual tourism, and World Heritage Sites. This field of research examines the sociopolitical contexts of various religious sites in Israel and their spatial ramifications for the sociopolitical and tourism discourse.

- I regard political context as an inseparable aspect of my research on this subject. With the support of an Israel Science Foundation grant, which I received to research "Spatial Deviation: The Establishment of New Religious Sites in Israel's Landscape," I authored a number of articles on the political aspects of religious sites in Israel (Collins-Kreiner, Shmueli and Ben-Gal, 2013; Shmueli, Collins-Kreiner and Ben-Gal, 2014; Ben-Gal, Collins-Kreiner and Shmueli, 2015; Collins-Kreiner, Shmueli and Ben-Gal, 2015). These articles were accepted for publication in leading geographical journals such as *Cities* and *Applied Geography*.
- Over the years, I have conducted numerous studies on phenomena of religious geography, pilgrimage, and religious tourism in Christianity, Judaism, Mormonism, and the Baha'i faith, both as a solo researcher and in collaboration with colleagues from Israel and abroad (Collins-Kreiner 2010a; 2010b; 2016). I have also supervised Ph.D. research on these topics, and I plan on conducting additional studies on other relevant sites, spaces, and concepts in the future.
- These articles, which have been accepted for publication in leading journals, include a current (Collins-Kreiner 2020) review paper submitted to a leading journal in the field. The paper, which sums up the last two decades of research on the topic of religion and tourism, is the first of seven papers included in the *Annals of Tourism*'s "Curated Collection on the Topic of Religion and Tourism." According to the journal's editors, these "curated collections" will "develop into what will effectively serve as handbooks on these topics." I was invited to begin the "religion and tourism" collection as a top expert in the field and, in the words of the editors, due to my "internationally recognized expertise in this area."

2) Tourism Development and the (Human and Physical) Environment

I continue to regard the environment as an inseparable component of my current and future research agenda, and I have incorporated this topic into my teaching (in an undergraduate course titled "Introduction to Leisure, Tourism, and Environment" and two graduate-level courses dealing with tourism development).

- One of my studies on this topic was a large-scale, long-term project on the development of sustainable tourism in Israel's Lake Hula region. As products of this research, I published two articles in the leading tourism journals *Tourism Geographies* and *Tourism Management*. (Collins-Kreiner and Israeli, 2010; Collins-Kreiner, Malkinson, Labinger and Shtainvarz, 2013).
- In conjunction with one of my doctoral students I conducted a research project on "Strategies for Management of Tourism Sites: Conservation and Development." The work of one of my other doctoral students also considers tourism's human environment in its exploration of female home hosting in traditional and modern societies and its cross-cultural effects on hosts and visitors alike.

3) Hiking Tourism and Senior Citizen Visitors (using Age Simulation Suits)

A project in which I have recently become engaged explores the topic of hiking in Israel. Based on this

research, colleagues and I have recently written four articles on hiking in Israel and on the social world of Israeli hikers.

- These articles (Kliot and Collins-Kreiner, 2018; Collins-Kreiner and Kliot, 2016) will be the initial articles in a series of publications dealing with the geography of walking, a topic which has thus far received little attention in the geographical and tourism literature. I intend to continue developing this topic in the future, including additional research on hiking the Israel National Trail during the Coronavirus pandemic.
- On a voluntary basis, I am currently serving as head of "The Israel Sea Trail" project, and I will continue working on this important environmental, educational, and tourism-related initiative with the support of the Israeli Ministry of Tourism, the Israel Land Authority, and the Israel Government Tourist Corporation.
- The subject and theme of my newest research project is understanding and appreciating the needs and perceptions of senior-citizen visitors to nature and heritage sites. The method is to dress site personnel in "age-simulation suits" and conduct interviews with them "before and after" this experiment.
- The age-simulation suits give younger people the opportunity to experience the impairments of older people. The purpose of the study is twofold: its educational goal is to promote awareness, understanding, and information for site managers; its practical goal is to promote planning that is adapted to the elderly, both in terms of the environment and the total visiting experience.
- In this realm, as in my other fields of research, my intention is to continue combining research, undergraduate teaching, and graduate research supervision. Overall, I regard the environment-tourism nexus as a field with great research potential and as one I intend to continue exploring in the years to come.

4) Tourism in the Covid-19 Era

The Coronavirus pandemic has had a marked impact on my research priorities, and I am currently focusing on the crisis's implications for the tourism industry. For research on this topic, I was awarded a highly competitive short-term research grant by Israel's Ministry of Science and Technology for the purpose of analyzing the collapse of the tourism industry in Israel and around the world in order to develop evidence-based recovery plans.

- As a result, I have submitted a number of papers on the topic. The first, on international exit strategies for the tourism industry, was accepted for publication in a leading journal (Collins-Kreiner and Ram, 2021). Another, titled "Is there a COVID-19 vaccination effect? A three-wave cross-sectional study" was accepted for publication in *Current Issues in Tourism*. (Ram, Collins-Kreiner, Gozansky, Moscona, and Okon-Singer, 2021)
- As a researcher of tourism, I see it as my duty to promote and advocate responsible and sustainable tourism for the future, and I plan on focusing my research efforts on this topic in the years to come. To this end, I have written a research grant proposal to the Israel Science Foundation, and I am currently engaged in research on the pandemic's dramatic influence on the field.

Summary

My plan is to continue working primarily, though not exclusively, in these four fields and to continue combining theoretical and applied approaches in my research on geography, tourism, and the environment.

- As president of the Israeli Geographical Association between 2017 and 2019, I organized the association's two major conferences during this period. I am the Head of my department's BA committee and I head the Ethics Committee of the Faculty of the Social Sciences. For the past three years, I have also served as chairperson of the Geography Studies Committee within Israel's Ministry of Education.
- As a contemporary social scientist, I believe in both individualism and cooperation, which is strongly reflected in my publications. I recognize the importance of publishing alone; in collaboration with my doctoral and postdoctoral students; with colleagues from within my department; with colleagues from elsewhere in the university; and with colleagues from other institutions, both inside Israel and abroad.
- I also recognize the importance of working in larger groups, such as the European Cost actions with which I continue to be involved and groups within the University. This diversity and balance in my work is a philosophy in which I believe strongly and that I will continue to maintain.

Written by Noga Collins-Kreiner, University of Haifa, Israel
[*Read Noga's letter to future generations of tourism researchers*](#)

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24. MODELLING TOURISM BEHAVIOUR - Contributions by Antonia Correia

Introduction

Tourist consumer behaviour is derived from consumer behaviour research but is distinguished from that major study area due to the paradoxical characteristics of the tourist product (Correia, 2000). Buying a trip or a holiday is as demanding an effort as it is an enthusiastic pleasure! (Correia, 2009). It is demanding and requires a high level of involvement from the individual because it involves deciding on many aspects, in a context of uncertainty that brings about risk and anxiety. Most of the time, tourists are not familiar with the place they are travelling to, the hotel they are staying at, the activities they are enrolling in, and the transport they are being driven on, but they still need to decide (Correia, 2009).

The multifaceted decision-making process and intricacy of the tourism product (and its concepts) lead to a highly composite study, which is also as demanding as it is enthusing for tourist behaviour researchers. Furthermore, tourism is an experience and thus involves intricate emotions. In fact, the emotional component is transversal to the travel experience as it is present before, during and after each and every trip. Before travelling, people put great effort into collecting information about the tourist destination and day dream for weeks, months, even years, about their holidays and their travel experiences. Tourists plan their travels in advance and fantasise about their experiences just before leaving home and during travelling because tourists interact with the destination, in a mutual influence process which demands great involvement from the participant. After travelling, the post-purchase/experience phase is long-lasting, as tourists recall their travel experiences for ages, remembering their holidays with friends and family, telling stories and adventures to others, (re)seeing photographs, and writing travelogues (Pearce, 2005). The overall experience in a destination is the basis for tourists' satisfaction and their image of that destination. Considering two main aspects of interest in consumer behaviour, namely the decision-making/choice and satisfaction, these concepts present also a particularity, as tourist expectations influence tourist satisfaction. Products' quality attributes are easy to measure as they are tangible; tourism experiences are evaluated as a whole and incorporate not only destination attributes but also personal feelings/reactions and travelling consequences/benefits.

Further, tourism is not only an economic business but also a social one, a "stage" where many people interact, and an area where psychology plays a great role. Tourism is what Pearce (2005:11) calls "a people-to-people business", so tourist behaviour incorporates social, psychological, and economic analysis while consumer behaviour research has had a strong economic and business focus.

These specificities of tourism purchase-consumption behaviour brought a very special challenge to the analysis. In fact, choices are directly or indirectly influenced by a plethora of variables and as such are feasible to be modelled. Nevertheless, models are simplifications of reality that analyse the impact of some variables on consumer behaviour when everything else remains constant. Over the last 20 years we have tested models of tourists' behaviour with different variables and different methodologies and there is still a lot to be done; nevertheless, my team's contributions are summarized here to allow to keep on building on a reality that is impossible to be completely modelled. Probably this is the reason why we decided to work on this.

Over the last 21 years we built on:

Conceptual and empirical tourist decision models, considering the different stages of tourists' processes:

1. Pre-decision,
2. Decision

3. On-site experience
4. Post-experience.

to answer the questions of:

- Why people travel and what kind of needs they intend to achieve and satisfy;
- To what extent tourists' social life influences the decision;
- How they choose, and what satisfaction and benefits they can get from their choices.

as tourism knowledge has to be built to help the industry to develop.

Conceptual and empirical tourist decision models

Correia (2002) presents a conceptual model with three sequential and organized stages: (i) pre-decision; decision; and post-purchase evaluation. The first, or pre-decision phase, relies on such conditions as predisposition to external stimuli, communication access between the consumer and the main sources of information, and ultimately, consumer learning. The learning process is made of receiving, filtering, and processing information about the options available. This learning process is fed by previous experiences, perceptions, motivations, and preferences. The second, or the decision phase, assumes their preferences and the traditional constraints of income and time available. The third, the evaluation of the post-purchase phase, is the consequence of other stimuli that influence the choice process and presupposes consumer satisfaction with the selected destination. This phase is important in evaluating the varying probabilities of repeating/recommending and/or becoming loyal. The conceptual model is developed with 18 variables and in three stages. Later, Correia and Crouch (2004) tested the model proposed by Correia (2002) by means of exploratory data analysis and concluded that the three stages defining the decision processes of international tourists travelling to the Algarve in the south of Portugal eventuate that decision processes vary across nationalities. Correia and Pimpão (2008) tested a two-stage model (pre-purchase and post purchase) by means of structural equation analysis with Portuguese tourists travelling to South America and South Africa. This model was tested with two paired samples, the first collected at the time of departure to the destination and the second collected at the time of return to Portugal from the same tourists. The model was developed with 18 hypothesis and eight variables.

Demir, Kozak and Correia (2011) tested an overall model of tourists' decision processes in five stages. This model, with motivations, information search, evaluation of the alternatives, holiday experience and post-purchasing behavioural intentions was tested in Turkey. This model is grounded on 10 hypotheses. Demir, Kozak and Correia (2014) tested the above-mentioned model within domestic tourists in Turkey to conclude that motivations, expectations, and satisfaction are of utmost importance in understanding tourists' choices. Conceptual contributions are also found in Correia, Kozak and Tão (2014), who, based on prospect theory, stress that decisions are dynamic and risky and are constrained by individual and social contexts of tourists, from which emotional and cognitive factors play a role in the final choice. Furthermore, Correia, Kozak and Ferradeira (2013) tested the empirical impact of motivations on tourists' satisfaction. This research, based on multivariate techniques, suggests that overall satisfaction reflects the tourist assessment of push and pull dimensions of satisfaction. Later Correia and Kozak (2019) developed a conceptual model to understand the full process of browsing and shopping in tourism contexts. Twenty research proposals were proposed to be tested later in which motivations, personal factors, emotions, enjoyment, involvement, opinion leadership, market stimulus, preferences, social value, variety of selection, time, price, satisfaction, and loyalty appear interconnected.

Table 1 summarizes the aims, variables and methods used in each of the models presented in this section.

Table 1. Models of tourists' decision processes.

References	Aims	Methods	Variables
Correia (2002)	This study presents a conceptual model with three stages, pre-decision, decision, and post-decision.	Conceptual	Information sources, evaluation of alternatives, motivations, perceptions, satisfaction and behavioural intentions
Correia and Crouch (2004)	This study empirically tests tourists' decisions processes of international tourists travelling to Algarve, Portugal.	Multivariate statistics	Information sources, evaluation of alternatives, motivations, perceptions, satisfaction and behavioural intentions
Correia and Pimpão (2008)	This study estimates the decision-making processes of Portuguese tourists traveling to South America and Africa destinations.	Structural equation models	Information sources, motivations, perceptions, satisfactions and behavioural intentions
Demir, Kozak and Correia (2011) and Demir, Kozak and Correia (2014)	This study proposes and tests a model covering the five stages of decision processes of domestic and international tourists in Turkey.	Structural equation models	Motivations (push and pull), information search, evaluation of alternatives, experience and behavioural intentions.
Correia, Kozak and Ferradeira (2013)	This study develops the concept of push and pull satisfaction and correlates motivations with satisfaction.	Multivariate statistics	Motivations and satisfaction

Correia, Kozak and Tão (2014)	This research develops a conceptual model based on prospect theory that suggests that emotion, cognitions and affect as well as intuition and perception influence decision making.	Conceptual	Emotions, affect, cognitions, intuitions and perceptions
Correia and Kozak (2019)	This study proposes a conceptual model able to explain tourists' shopping behaviour.	Conceptual	Motivations, personal factors, emotions, enjoyment, involvement, opinion leadership, market stimulus, preferences, social value, variety of selection, time, price, satisfaction and loyalty

Bearing in mind that models are simplifications of the reality, our contributions in each of the stages of decision models are outlined in the following sections.

1. Pre-decision

The pre-decision stage is conditioned by the reception of stimuli from the external environment; the communication that takes place between the consumer and the main channels; the learning process, that is, the way in which they receive information, filtering what interests them, in order to develop a list of preferences. At this stage it is necessary to consider the conditioning factors of the decision to travel. The variables included are motivations, perceptions, preferences and choices (Correia, 2000).

Correia and Crouch (2003) considered motivations and perceptions as multidimensional constructs and depict the main factors by means of factorial analysis, explaining motivations and perceptions. This research stresses that motivations and perceptions vary with the nationality of the tourists travelling to the Algarve, with non-parametric tests. Later, Serra, Correia and Rodrigues (2014a), based on a longitudinal data base of low-cost tourists travelling to the Algarve, tested the heterogeneity of motivations across the years and by nationalities to explain international tourism demand. This research emphasizes the importance of the inclusion of behavioural and motivational variables in econometric models of tourism demand. This research explains international tourism demand with seven hypotheses.

Furthermore, Correia, Oom do Valle and Moço (2007) prove that perceptions of tourism destinations are formed based on push and pull factors. This research was developed with three hypotheses with Portuguese tourists travelling to exotic places.

Considering the different experiences tourism may proportionate, Madeira, Correia and Filipe (2019) present a conceptual model to analyse what drives tourists to visit wineries and how this visit may contribute to their perceptions of wine destinations. This model, aside from the multidimensionality of motivations, tested 10 hypotheses to depict tourist behaviour in emergent wine destinations, as is the case of Lisbon, in Portugal.

Table 2 summarizes the aims, variables and methods used in each of the models presented in this section.

Table 2. Modelling pre-decision stage.

References	Aims	Methods	Variables
Correia and Crouch (2003)	This study investigates tourist perceptions and motivations in the Algarve.	Multivariate statistics	Motivations and perceptions
Correia, Oom do Valle and Moço (2007)	This study proposes an integrated approach to understand tourist motivations and perceptions about exotic destinations.	Structural equation models	Motivations and perceptions
Serra, Correia and Rodrigues (2014a)	This study aims to estimate tourism demand, measured by overnights stays, by country of residence within a longitudinal database.	Multivariate statistics	Motivations, socio-demographics, intentions and lagged satisfaction
Madeira, Correia and Filipe (2019)	This research aims to understand what drives tourists to visit wineries and how this experience may improve the image, the intention to return and retain tourists.	Structural equation models	Motivations, experience, brand equity, satisfaction and image

2. Decision

Assuming a certain budget available for tourist consumption, the problem of the different choices of tourist consumers will arise within their budget set for travel. This phase comprises the evaluation of the preferences based on which they decide. The variables included are perceptions, preferences, restrictions and purchase (Correia, 2000).

Correia, Santos and Barros (2007) use a logit model to analyse the decision of Portuguese tourists travelling to Latin America. This model comprises nine variables and nine hypotheses to conclude that awareness and facilities available in Latin America as well as the budget available explain the probability of travelling to Latin America. Silva and Correia (2008) analyse the decision to participate in leisure travel activities with qualitative methods to conclude that the decision to travel for leisure derives from the tourist's causal historical wave, and that most of the factors which influence the decision are aggregate ones rather than individual.

Returning to econometric models, Barros, Butler and Correia (2008) show that the decision to go on holidays is facilitated by the social and economic profile of the tourists, their previous experience, and the attributes of the destinations considered, by means of a mixed logit model.

Correia, Pimpão and Crouch (2008) introduce the variables risk and novelty seeking as moderators of decision to travel. A dual process was suggested, as first tourists are willing to take risks, but they are also afraid of uncertainty. The uncertainty and risk were revisited through a qualitative research with Silva,

Reis and Correia (2010) to explain different decision-making styles. It is concluded that although risks are unknown to decision makers to some extent, they may influence tourist choices, expressed by delaying, postponing or avoidance behaviours. Decisions are, however, context dependent and unique, deriving from individuals' own life settings and backgrounds; thus, motivations, travel companion, family support and reduced costs of participation may invert the negative impact of risks and facilitate the decision.

Considering that previous research suggested that decisions are heterogeneous across nationalities or countries of residence, Correia, Kozak and Ferradeira (2011) introduce the cultural traits of Hofstede (1980) to explain decision-making styles.

Correia, Pimpão and Tão (2012), via a stated preference experiment, analyse the willingness to pay for frills while travelling in low-costs flights (Table 3). The results reveal not only the implicit values of service attributes, but also the preference differences in attributes between passengers. In order to estimate daily spending, Serra, Correia and Rodrigues (2015a) use yielding preferences to understand the most profitable international markets in the Algarve.

Table 3 summarizes the aims, variables and methods used in each of the models presented in this section.

Table 3. Modelling decision stage.

References	Aims	Methods	Variables
Correia, Santos and Barros (2007)	This study analyses the decision of Portuguese tourists traveling to Latin America.	Discrete choice models	Budget, pull motivations, socio-demographics, information, intentions to return, time, travel experience and expectations
Silva and Correia (2008)	This study analyses facilitators and constraints Portuguese residents face when making decisions for leisure travel participation.	Content analysis	Individual and social contexts
Barros, Butler and Correia (2008)	This study analyses the decision of travelling to Africa of Portuguese tourists.	Discrete choice models	Budget, pull motivations, socio-demographics, information, intentions to return, time, travel experience and expectations
Correia, Pimpão and Crouch (2008)	This study analyses how risks and novelty seeking moderates' tourists' decisions.	Structural equation models and multivariate analysis	Novelty seeking, risk, socio-demographics, travel experience and familiarity
Silva, Reis and Correia (2010)	This study aims to analyse how risks influence Travel Decision Making (TDM).	Content analysis	Risks, socio-demographics and decision-making styles
Correia, Kozak and Ferradeira (2011)	This study relates cultural traits with tourists' decisions.	Structural equation models and multivariate analysis	Cultural traits and decision-making styles
Correia, Pimpão and Tão (2012)	This study aims to analyse the willingness to pay more to have frills in low-cost flights.	Stated preference experiment	Fare, baggage fee, sports equipment fee and meal price

Serra, Correia and Rodrigues (2015a)	This study analyses the yield potential of different markets' preferences.	Multivariate analysis	Daily spending, average stay and preferences

3. On-site experience

After travelling to the destination, tourists live their on-site **travel experiences**. Travel experiences are materialized in length of stay, spending and activities undertaken at the destination.

Length of stay was modelled by Barros, Correia and Crouch (2008), Barros, Butler, Correia (2010) and Bavik, Correia and Kozak (2021) in different settings and with different models. These papers contribute to building on determinants of demand but also on discussing the best methods to estimate the length of stay of tourists. These papers concluded that the model to be used depends on the distribution of the data, with survival and Poisson models being those that best fit the data.

Overnight stays were estimated by Serra, Correia and Rodrigues (2014b) with aggregate data acting as proxies of tourism demand, through panel data. In light of experiences at the destination, Correia and Kozak (2016) propose and test a conceptual model that assesses how price consciousness and perceived utility drive attitudes in street markets, also contributing to explaining how this experience influences tourist satisfaction and future intentions. This is in the same vein, but now supported by game theory.

Kozak, Correia and del Chiappa (2017) analyse how utilitarian and non-utilitarian bargaining values in tourism contexts moderate the intentions of tourists to return to the same destination to bargain.

In the context of wine tourism Madeira, Correia and Filipe (2019) define the fundamentals of wine tourism experiences within the triad of hosts, guests and places proposed by Pine and Gilmore (1998).

Table 4 summarizes the aims, variables and methods used in each of the models presented in this section.

Table 4. Modelling on-site experience.

References	Aims	Methods	Variables
Barros, Correia and Crouch (2008)	This study analyses the length of stay of Portuguese Tourists in Latin America.	Survival models	Past behaviour, travel companion, satisfaction, behavioural intentions, economic and socio-demographic variables, motivations, length of stay and tourist's spending's
Barros, Butler and Correia (2010)	This study analyses the length of stay of golf tourists in the Algarve.	Several duration models were presented for comparative purposes	Past behaviour, travel companion, satisfaction, behavioural intentions, economic and socio-demographic variables, motivations, length of stay and tourist's spending's
Serra, Correia and Rodrigues (2014b)	This study estimates international tourism demand in Algarve across the years.	Panel data	Overnight stays and macroeconomic variables
Serra, Correia and Rodrigues (2015b)	This research aims to estimate the determinants of international tourists' expenditure in the Algarve.	Panel data	Daily tourist expenditures, motivations, past behaviour, travel companions, overall satisfaction, return intention and socio-demographic variables
Correia and Kozak (2016)	This study proposes and tests a conceptual model to explain tourists' attitudes in shopping markets.	Structural equation analysis and multigroup	Behavioural intentions, price consciousness, price utility, moral value and satisfaction
Kozak, Correia and del Chiappa (2017)	This study analyses how bargaining values in tourism contexts moderate the intentions of tourists to return to the same destination to bargain.	Order probit model and marginal effects	Behavioural intentions, transactional utility value, emotional value, social value, gender differences, satisfaction and experience
Madeira, Correia and Filipe (2019)	This study aims to define a conceptual model to explain wine experiences.	Conceptual	Motivations, involvement, satisfaction, winery service attributes, intentions and loyalty
Bavik, Correia and Kozak (2021)	This research aims to understand why Chinese tourists in Macau stay for a shorter period.	Poisson regression model and marginal effects	Overnight stays, availability of time, package, reservation time, companion, repeat times, spending's, recommendation and pull motivations

4. Post-consumption behaviour

Post-purchase choice assessment results from other stimuli that influence the choice process and presupposes the assessment of satisfaction derived from the "consumption" of a given destination. This phase is also important in assessing the different probabilities of repeat purchases of a specific destination. Some authors argue that despite a high level of satisfaction with a particular destination, they did not repeat the same purchase because they wanted to discover new destinations. This premise could be valid for market segments that will be classified as "risk-takers", while others tend to repeat the destination depending on their degree of satisfaction, being loyal to the destination.

Tourist's intentions to repeat the same destination are analysed with different models and in different contexts and within different markets. For instance, Correia, Barros and Silvestre (2007) use a random parameter logit model to analyse what drives golf tourists to return to play golf in the Algarve. Do Valle, Correia and Rebelo (2008) tested a logit model to explain the probability of returning to the same destination as a function of motivations, expectations, travel characteristics and the tourist's socio-demographic profile. Correia and Pimpão (2013) use a mixed logit model to test the intention to return to the same destination. Silva and Correia (2017) test a structural equation model

to understand the relation the tourists established with the destination considering emotions and place attachment. The relation the tourists established with the destination was also analysed by Correia, Oliveira and Pereira (2017), regressing place attachment through an order probit model with emotions. Still mixing emotions and post-purchase intentions Dias, Correia and Cascais (2017) present a content and pictorial analysis of messages left by tourists that persist in visiting the Algarve. This research underlines how the place is perceived based on the five senses, and what messages were kept in their memories. Keeping on building on sense of place, Dias, Ribeiro and Correia (2013) analyse the sense of place meaning within online tourist vacation rentals. Also to understand behavioural intentions based on experiences, Correia, Kim and Kozak (2020) use a configurational design of four conditions (fuzzy set analysis) to understand how food attributes and restaurant settings influence tourists intentions to recommend gastronomic experiences in Hong Kong.

As concerns tourists' recommendations, Pimpão, Correia, Duque and Zorrinho (2016, 2018) develop a conceptual and test a model of propensity to be ambassadors of a hotel chain and be loyal to this chain. These models show that commitment, trust and word of mouth are critical in enacting social and that recency, frequency and spending behaviour define loyalty patterns.

The life cycle loyalty of tourists with destinations were also analysed with duration models and discrete choice analysis. Correia, Zins and Silva (2015) use a Poisson model to analyse the past frequency of revisiting Portugal and the duration of this pattern. Whereas Artal-Tur, Correia, Serra and Osorio-Caballero (2019) test the relation of tourists and destinations over the time and how this shapes their repeat choice behaviour.

Table 5 summarizes the aims, variables and methods used in each of the models presented in this section.

Table 5. Modelling post-consumption stage.

References	Aims	Methods	Variables
Correia, Barros and Silvestre (2007)	This study aims to estimate the probability of golfers to repeat Algarve to play golf.	Discrete choice analysis	Intention to return, motivations, expectations, travel characteristics and tourists' socio-demographic profile
Do Valle, Correia and Rebelo (2008)	This study proposes a logit model to explain the probability of international tourists return to Algarve.	Discrete choice analysis	Intention to return, motivations, expectations, travel characteristics and tourists' socio-demographic profile
Dias, Ribeiro and Correia (2013)	This study aims to explore how the concept of sense of place is verbalized by tourists' online reviews.	Content analysis	Sense of place, trust and commitment
Correia and Pimpão (2013)	This study aims to estimate the tourists return intentions.	Mixed logit models	Intention to return, travel characteristics, tourists' socio-demographic profile and satisfaction
Correia, Zins and Silva (2015)	This study aims to analyse why tourists persist in repeating the same destination.	Poisson Model	Number of visits to the destination, socio-demographic characteristics, tripographic characteristics, expectations, satisfaction, behavioural intentions, recency, monetary value and heterogeneity
Pimpão, Correia, Duque and Zorrinho (2016)	This study aims to assess how effective loyalty programs are in contributing to retain guests for hotels.	Bass Model	Loyalty, reservations, innovation, imitation and conformity
Correia, Oliveira and Pereira (2017)	This study aims to assess place attachment as an emotional state.	Order probit model	Duration of the relationship with the destination, emotions and socio-demographics
Silva and Correia (2017)	This study examines the tourist/destination relationship taking into account emotions and place attachment.	Structural equation models	Affective component, satisfaction, trust, place attachment and commitment, cognitive and conative behavioural intentions
Dias, Correia and Cascais (2017)	This study aims to explore emotions, memories and experiences tourists share.	Content analysis	Emotions and memory

Pimpão, Correia, Duque and Zorrinho (2018)	The study aims to define a model of social technology diffusion, comprising constructs that explain guests' likelihood of recommending their hotel loyalty program to their peers.	Structural equation models	Satisfaction with user-to-user interactivity, satisfaction with user identifiability, commitment-trust, word-of-mouth and intentional sharing behaviour
Artal-Tur, Correia, Serra and Osorio-Caballero (2019)	This study aims to understand tourist behaviour, choices and tourism experiences evolve along a life cycle built between repeating tourists and destinations.	Mixed logit models	Socio-demographics, length of stay, travel frequency, package travel, tourism product, destination, trip purpose, type of accommodation, country of residence and satisfaction
Correia, Kim and Kozak (2020)	This study aims to investigate the function of local food attributes and satisfaction with local food in accounting for recommendation to others by using the configuration design, which is supported by fuzzy set theory.	Fuzzy set	Food quality, food uniqueness, food tradition and food service quality

Conclusion

Over these 21 years, we have tried to contribute to answering the following questions:

Why people travel and what kind of needs they intend to achieve and satisfy.

> Decisions to travel are social and individually driven; tourists are willing to be pampered, to learn new things, to relax, to have relief from daily life, but they are also willing to socialize and get the recognition of their peers.

To what extent tourists' social life influences the decision.

> Tourism is a social experience to share with companions or peers. Our research suggests that individuals with experience of travelling since childhood are more likely to travel. That means that previous experience moderates tourists' decisions to travel. Also, tourists tend to behave differently while on holidays, as such experiences such as bargaining at open markets are allowed.

How they choose, and what satisfaction and benefits they can get from their choices.

> Tourists decide with uncertainty but are willing to take the risk, with the constraints of time and budget available. Emotions, memories, experiences and pleasure are the benefits they could get from a experience that is only pleasant and satisfactory if managers are able to surprise tourists with experiences that are above their expectations.

Within this context, it is true that modelling tourist decision processes is limited as all the variables seem to contribute to the explanation of a certain decision or attitude. As Pearce (2011) postulates, tourists decision models are an intermingled orchestra where all the variables contribute to the explanation of their behaviour. Methodologically speaking, this orchestra could be represented by a configurational design of a fuzzy set choice experiment, where the decision is analysed assuming that the set of moderators considered may vary simultaneously.

Still bearing the orchestra model in mind, we propose that stages of decision could be analysed in an intermingled way. Diagrammatically, we propose a dynamic model of tourist decision processes that are inspired by the orchestra model of Pearce (2011) and based on the research did by our team over the years. We put forward a dynamic and organized model of tourist decision processes, as can be seen in Figure 1.
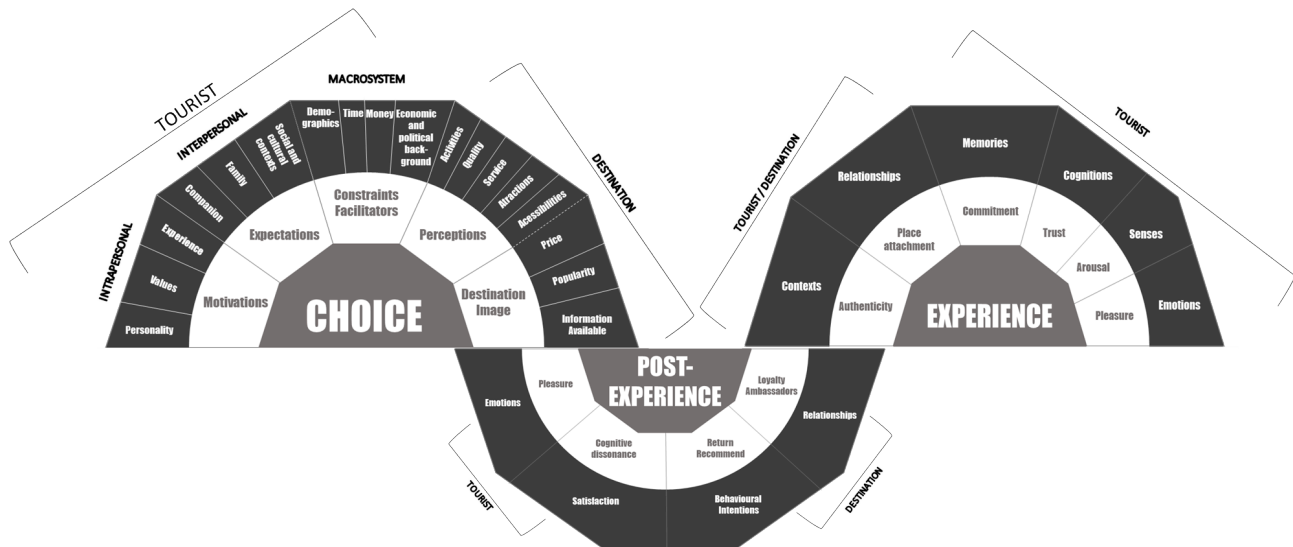
Figure 1. Tourists decision model proposed.

Tourists choose based on their intrapersonal values (personality, values and experience), interpersonal values (culture, companion, families, social contexts) and macrosystem values (culture, demographics, time and income). All these values, destination attributes and information available lead to expectations and motivations as well as to the identification of constraints and facilitators on choosing a certain destination. Expectations and destination image lead to perceptions and ultimately to choice.

The experience is assessed based on emotions, cognitions, senses and the relationships tourists which develop with the destination and to these components proposed by Pearce (2011), we added memories and contexts. The tourists' response to the tourism experience are intermingled and harmonic. Their responses are materialized in pleasure, senses arousal, trust, commitment, place attachment and authenticity. Tourists' responses to holiday experiences continue after the travel, and again post-experience evaluation is explained by emotions, satisfaction, behavioural intentions, relationships with the destination. Loyalty and ambassadors of the destination are the expected outcomes when the holidays come to an end if holidays ended.

Written by Antonia Correia, University of Algarve, Portugal
Read Antonia's letter to future generations of tourism researchers

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25. LUXURY IN TOURISM - Contributions by Antonia Correia

"People wish to be judged not as they are but as they appear to be" **(Mandeville, 1714**)

Introduction

This contribution discusses the concept of luxury tourism under several ways, in order to *understand the role* **luxury plays** *in the tourist choices* and **perceiving** the leading forces that motivate tourists to choose tourism destinations based on the sense of achieving **prestige and social recognition**.

Luxury influences many decisions to buy. Although, today, it is widely accepted as a positive externality in the economy, it is far from being understood as a "positive" behaviour. The pejorative sense given to this type of consumption for ages, probably justifies the absence of studies around this topic. The few economists who tried to explain luxury consumption on the light of economic theory were called pejoratively sociologists and not considered, as this behaviour arose from social motivations. It was assumed that this behaviour had no economic impacts, because this does not fit any classical or neoclassical notions of value and utility and because this was seen as an irrational behaviour unfeasible to be modelled, as this represents the behaviour of the minorities (Veblen, 1902). luxury consumption was, therefore, a controversial topic in economics which has been neglected by economists for ages and it is, because of that, my favourite topic.

Only in the 1980s the growing importance of conspicuous consumption has made it an issue that deserves the attention of the economists, mainly due to its impact on economic development. At this age luxury behaviour was finally recognized as a field of knowledge within the bounds of economy, sociology, and psychology. Our first contribution on this topic is to establish the historical boundaries of this controversial topic (Correia, 2009); the second is to define luxury from from a theoretical perspective (Correia and Moital, 2009) and the third to search for a luxury definition from an applied perspective, Correia and Kozak (2012), Correia, Kozak and Kim (2018), Correia, Kozak and Gonçalves (2018).The fourth contribution relies on content analysis to enrich the meaning of luxury, Correia, Kozak and Reis (2014); Correia, Reis and Ghasemi (2020) and Correia, Kozak, and Del Chiappa (2020)

1. Historical Perspective

Signs of prestige consumption emerged in the early beginnings of roman society. In the roman empire, the authorities introduced laws to suppress conspicuous consumption. Those laws where extended until the seventeenth century and never worked effectively, with some minority groups behaving outrageously. In the seventeenth century the attempt to control the conspicuous consumption had been largely abandoned. Simultaneously, the economists started to question the impact this consumption had on the economy.

Conspicuous consumption appears associated with the concept of vanity (Smith, 1759) and interpersonal factors (Bentham, 1789). According to Smith (1759), vanity influences the consumer behaviour, although, for him, the opinion of others may also influence the consumption, being this a need and not a luxury.

In the nineteenth century, Rae (1834), in his principles of economy, elicited for the first time the conspicuous consumption, arguing that this is a superior form of consumption. Later, Mill (1848) defended that luxury is

the desire of superiority. Only at the end of the century, Marshal (1890) assumes that luxury consumption may impact the economy positively and, therefore, it is worth being researched. The concept of utility was defined as the total pleasure or other benefits it yields and the Veblen Effect was finally accepted amongst the economists.

For Keynes (1930), the human needs are insatiable, and they fall in two different classes: primary needs and secondary needs, where the desire of superiority is the driving force. In the same vein, Samuelson (1949) accepted that much of the motivations for consumption were related with having or not having the same behaviour. At the beginning of the twenty first century, it is obvious that luxury is a part of daily life, being this century the beginning of a new brand era. Figure 1 illustrates the chronology of luxury research, this figure was elaborated by Correia (2009) based on literature review and Mason (1988).
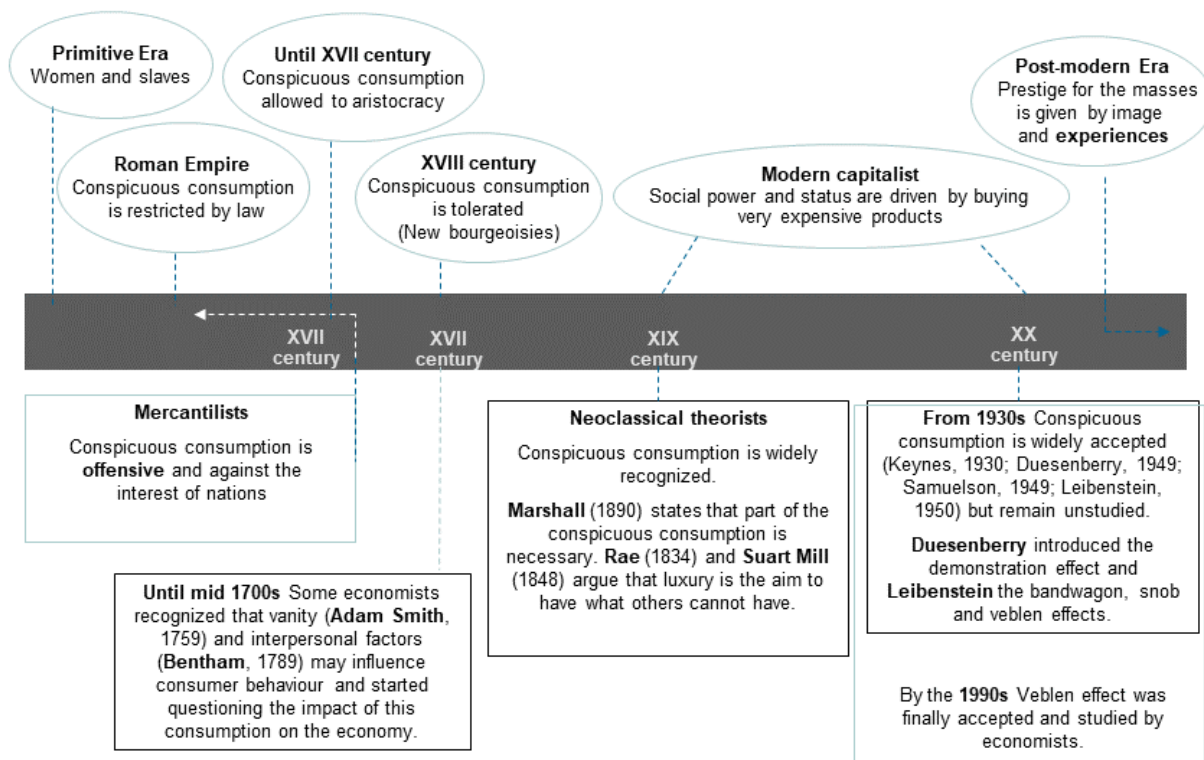
Figure 1. Chronology of Luxury Research. Source: Correia (2009) [Image description]

2. A theoretical model to define luxury tourism

The model proposed by Correia and Moital (2009) assumes that tourists have motivations (needs and desires) which guide their actions (goals) to obtain the expected value (expectancy) that is the most valued by the tourist (valence), considering antecedents and consequences of prestige motivations. In this model, expectancy refers to the tourist's perceptive effort in achieving the tourist experience, that results in prestige enhancement based on his or her performance in the luxury tourism consumption/experience. In general terms, it could be assumed that expectancy refers to a characteristic of the tourism experience.

On the other hand, instrumentality comprises the perceived probability that a certain destination has the attributes (performance) needed to achieve the level of prestige the tourist desires (rewards); that is, instrumentality refers to a characteristic of the product (tourism attributes). Finally, the valence component

of the model refers to the extent to which prestige consumption is valued by the tourist, that is, how desirable prestige is. The model also proposes an interaction with antecedents and consequences.

Antecedents of luxury refer to those reasons why a destination or a travel experience would be perceived as prestigious and established based on the perceived value offered by the product, yet at interpersonal and personal level. At the interpersonal level, the **perceived social value** refers to the peer group emulation (bandwagon effect), that is the desire to conform with the others. The **perceived unique value** refers to the sense of achievement and uniqueness in purchasing a product or travelling to a destination where others are unlikely to go, not only because of the price, but also because of the scarcity associated with the product/ service (snob effect). Snob effect is the desire to be distinguished from the common herds Furthermore, the **perceived conspicuous value** refers to the display of wealth (Veblen effect)– having as much as possible. At the personal level, emotional and quality value are outlined. The perceived emotional value refers to the Maslow need of self-actualization (**hedonic value**), that provides to the tourist the sense of fulfilment because of his or her holiday experience. Whereas the **perceived quality value** refers to a very high price and superior quality (perfectionist).

The consequences (goals) or responses refer to how a tourist perceives, in terms of value, the actions they take in order to achieve status from the consumption of luxury tourism experiences. Based on the trilogy of Hovland and Rosenberg (1960), i.e., cognitive-affective-conative trilogy. At cognitive level it is assumed that luxury is to achieve status and status derives from social perceptions of greater acceptance, recognition or reverence by others. At the affective level it is considered the individual's feelings, notably in the domain of self-esteem. At the conative level is measured by the intention to revisit, to recommend and the display of mementos and artefacts, as illustrated in figure 2.
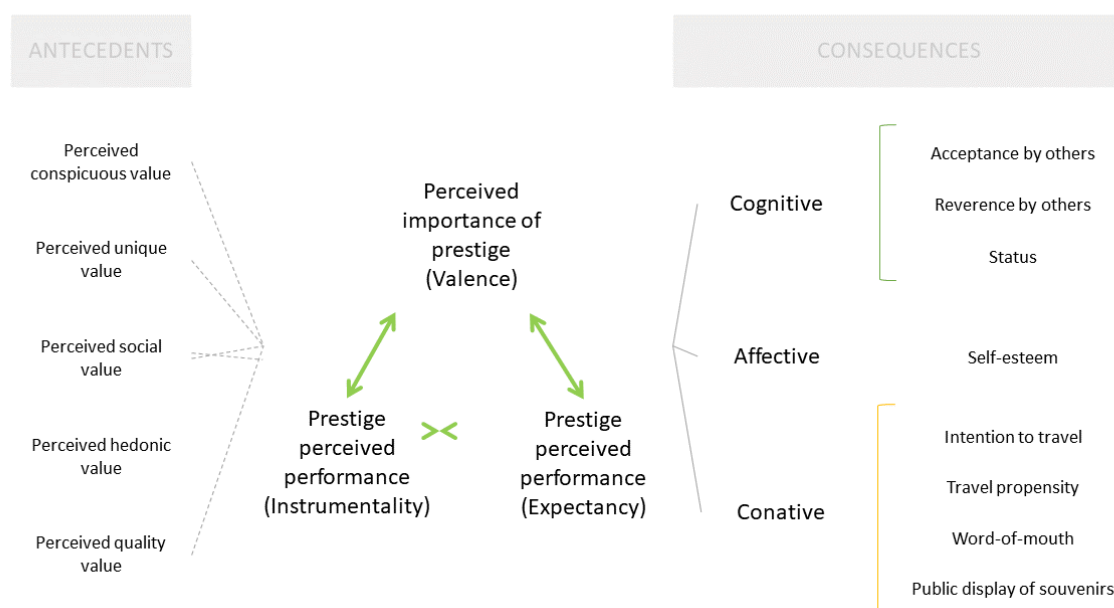
Figure 2. Luxury Model. Source: Correia & Moital (2009) [Image description]

Overall, it is assumed that the greater the expectancy that travelling to the destination would result in luxury benefits, or the greater the importance of luxury for the traveller, the more intense such behavioural manifestations will be.

This model was partially tested as we are still looking to define luxury tourism. The efforts done to reach this milestone are presented in next section.

3. Luxury Definition – Applied research

The definition of luxury was tested in different destinations, tourism experiences and within tourists of different nationalities. Until now my team tested antecedents and consequents of luxury tourism in Golf, shopping tourism, gastronomy tourism, and sun and sea tourism. At the level of destinations, the model was tested in Algarve, Italy, Europe, Hong Kong and Latin America. At the market segments level, the model was tested with celebrities, low-cost tourists, golf tourists, domestic tourists and repeat tourists. Nationalities covered in our research are in the five continents, but still need to be enlarged. The contributions to define antecedents and consequents are in figure 3 and 4.

Correia and Kozak (2012) conclude that, in the south of Portugal, golf is a status driven product, sun and sand a snob one, whereas windward regions are perceived as fashion places and, thus, enacting bandwagon motives. Correia, Kozak and Reis (2014) point out that travel choices are influenced by the desire to enhance tourists' self and social identities. This research, that analyses tourism choices of Portuguese celebrities, shows that tourists with a high public display tend to look for subtle signals of luxury while on holidays, such as privacy and anonymity. Portuguese tourists highlight uniqueness and social value as the essential conditions to influence decisions to travel to Latin America (Correia *et al.*, 2007).

Research about golf tourist behaviour demonstrates that players are not driven by motivations related to the game, but, instead, players are motivated primarily by the social aspects of playing golf in the Algarve: "people want to play where famous and notorious tourists do" (Barros, Butler and Correia, 2010). Further, the tourists' gastronomic options are the social environment and quality of the space (Correia *et al.,* 2008a). Finally, research about decision-making processes points out that, despite the fact that most of tourists travel to Algarve by low-cost flight companies, their behaviour responds to the social stimulus. Once they save money in transportation, they can spend it in luxury and prestige consumption of goods at the destination (Correia, Pimpão and Crouch, 2008). Additionally, repeat visitors still found status in the south of Portugal (Correia and Kozak, 2012).

In Italy contexts, Correia, Kozak, and Del Chiappa (2020), prove that luxury meaning arose on social values, with conspicuousness and uniqueness being the antecedents to reach status, self-esteem and public display. Correia, Kozak and Kim (2018) state that, in Asian contexts, luxury shopping is driven by conspicuous values, social status and the need to conform with the others (bandwagon effect). The individual dimension was also emphasized by Correia and Kozak (2016) that argued that luxury is driven by providing what the tourists desire, allowing their self-realization and their ability to impress the others.

In the same vein, Correia, Kozak and Gonçalves (2018) prove that outrageous spending relates with unique experiences, most of them related with nature and authentic experiences. These conclusions were also evident with celebrities living in Portugal, who perceived luxury as the possibility of being unknown and spending quality time with their families and friends (Correia, Kozak and Reis, 2014). More recently, Correia, Reis and Ghasemi (2020) prove that the measurement of luxury aesthetics is also an important dimension to attain luxury to the destinations.

Conspicuous Value (Veblen effect)	Italian Tourists prefer destinations with fame and prestige.	Correia, Kozak & Del Chiappa (2020)
	Asian tourists shop luxuries driven by conspicuous values.	Correia, Kozak & Kim (2018)
	Outrageous spending relates with unique experiences such as nature and authentic experiences.	Correia, Kozak & Gonçalves (2018)
	Africa and Asian residents value conspicuous destinations.	Correia, Reis & Ghasemi (2020)
Unique Value (Snob effect)	Sun and Sand in Algarve is unique for repeat visitors.	Correia & Kozak (2012)
	Portuguese tourists travel to Latin America because their peers are not able to do this.	Correia et al (2007)
	Italian tourists like to visit places where the others are not able to go	Correia, Kozak & Del Chiappa (2020)
	Europeans travelling to exotic places are looking for unique scenarios.	Correia, Reis & Ghasemi (2020)
Social Value (Bandwagon)	Windward regions are perceived as fashion places and, thus, enacting bandwagon motives.	Correia & Kozak (2012)
	The tourists' gastronomic options are the social environment and quality of the space.	Correia et al (2008a)
	Italian tourists like to visit places there friends like to go or that are approved by their family.	Correia, Kozak & Del Chiappa (2020)
Hedonic Value (Hedonism)	Tourists with a high public display tend to look for subtle signals of luxury while on holidays, such as privacy and anonymity.	Correia, Kozak & Reis (2014)
	Tourists travelling to exotic places expect outstanding service.	Correia, Reis & Ghasemi (2020)
Quality (Perfectionism)	The tourists' gastronomic options are the social environment and quality of the space.	Correia et al (2008a)
	Asian Tourists value que quality of the food while on holidays.	Correia, Kim & Kozak (2020)
	Low cost tourist save money in transportation, to spend it in luxury and prestige consumption of goods at the destination.	Correia, Pimpão & Crouch (2008b)

Figure 3. Contributions to define antecedents of luxury. [Image description]

Figure 4. Contributions to define consequents of luxury. [Image description]

To enrich the luxury meaning, content analysis was performed by my team, reaching thorough meanings, as illustrated in figure 5.

4. Luxury Meanings

The luxury meanings were mostly depicted by asking tourists if they have had a luxury experience and how they describe this experience and how they define a luxury experience. These groups of open hand questions were collected to attain significance the scale items. Figure 5 show some of the meanings collected. The words used suggest that luxury is a superlative experience that relies on comfort, happiness, service, reverence, scenario (striking an breath-taking), privacy and personalization of the service.

Figure 5. Content analysis of luxury meanings. [Image description]

Conclusions

Our contribution outlines values that rely on the private and exclusive settings where family and friends are

allowed but, mass tourism is to be avoided. From the research we did till now it is possible to conclude that luxury is subjective and tangible:

Subjective:

Luxury relies on superlative and memorable experiences that are irrespective of the price, as such a hedonic experience.

Luxury is a unique experience to share or to differentiate from the others but always to gain status within peers yet driven by social value.

Luxury is our way to be pampered and to enact self-esteem.

Tangible:

Luxury is also breathtaking scenarios, outrageous decorations and personalized services, yet quality and aesthetics defines luxury.

Overall:

Luxury is a multidimensional concept that could be far apart from money and lavish behaviours. This concept comprises social, individual and attributes of the tourism experience that all combined give to the tourist a sense of pleasure and fulfilment. Riley (1995) suggests that luxury tourism depends more on the manner of travelling than to where you travel. Now we would suggest that **luxury tourism is subjective and depends mostly on how tourists feel, travel and behave more that to where they travel**.

Luxury tourists have the propensity to spend more while on holidays than the common herds, although the real meaning of luxury is still an issue that deserves more and more research, as reality is dynamic and very subjective.

Written by Antonia Correia, University of Algarve, Portugal
Read Antonia's letter to future generations of tourism researchers

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Image descriptions

Figure 1 image description: Chronology of luxury research. Primitive Era: Women and slaves. Roman Empire: Conspicuous consumption is restricted by law. Mercantilists: Conspicuous consumption is **offensive** and against the interest of nations. **Until the XVII century:** Conspicuous consumption allowed to aristocracy. **Until the mid-1700s:** Some economists recognized that vanity (**Adam Smith**, 1759) and interpersonal factors (**Bentham**, 1789) may influence consumer behaviour and started questioning the impact of this consumption on the economy. **XVIII century:** Conspicuous consumption is tolerated (New bourgeoisies). **Neoclassical theorists (XIX century):** Conspicuous consumption is widely recognized. **Marshall** (1890) states that part of the conspicuous consumption is necessary. **Rae** (1834) and **Suart Mill** (1848) argue that luxury is the aim to have what others cannot have. **Modern capitalist (XIX-XX century):** Social power and status are driven by buying very expensive products. **XX century: From the 1930s c**onspicuous consumption is widely accepted (Keynes, 1930; Duesenberry, 1949; Samuelson, 1949; Leibenstein, 1950) but remain unstudied. **Duesenberry** introduced the demonstration effect and **Leibenstein** the bandwagon, snob and veblen effects. By the **1990s** Veblen effect was finally accepted and studied by economists. **Post-modern Era:** Prestige for the masses is given by image and **experiences.**

Figure 2 image description: Figure showing the luxury model. The antecedents are: perceived conspicuous value, perceived unique value, perceived social value, perceived hedonic value, and perceived quality value. The perceived importance of prestige (Valence) is linked to the prestige perceived performance (instrumentality) and the prestige perceived performance (expectancy). The consequences are cognitive (acceptance by others, reverence by others, and status); affective (self-esteem); and conative (intention to travel, travel propensity, word-of mouth, and public display of souvenirs).

Figure 3 image description: Contributions to define antecedents of luxury.

[Conspicuous value (Veblen effect)] Italian Tourists prefer destinations with fame and prestige.	Correia, Kozak & Del Chiappa (2020)
[Conspicuous value (Veblen effect)] Asian tourists shop luxuries driven by conspicuous values.	Correia, Kozak & Kim (2018)
[Conspicuous value (Veblen effect)] Outrageous spending relates with unique experiences such as nature and authentic experiences.	Correia, Kozak & Gonçalves (2018)
[Conspicuous value (Veblen effect)] Africa and Asian residents value conspicuous destinations.	Correia, Reis & Ghasemi (2020)
[Unique value (Snob effect)] Sun and Sand in Algarve is unique for repeat visitors.	Correia & Kozak (2012)
[Unique value (Snob effect)] Portuguese tourists travel to Latin America because their peers are not able to do this.	Correia et al (2007)
[Unique value (Snob effect)] Italian tourists like to visit places where the others are not able to go	Correia, Kozak & Del Chiappa (2020)
[Unique value (Snob effect)] Europeans travelling to exotic places are looking for unique scenarios.	Correia, Reis & Ghasemi (2020)
[Social value (Bandwagon)] Windward regions are perceived as fashion places and, thus, enacting bandwagon motives.	Correia & Kozak (2012)
[Social value (Bandwagon)] The tourists' gastronomic options are the social environment and quality of the space.	Correia et al (2008a)
[Social value (Bandwagon)] Italian tourists like to visit places there friends like to go or that are approved by their family.	Correia, Kozak & Del Chiappa (2020)
[Hedonic value (Hedonism)] Tourists with a high public display tend to look for subtle signals of luxury while on holidays, such as privacy and anonymity.	Correia, Kozak & Reis (2014)
[Hedonic value (Hedonism)] Tourists travelling to exotic places expect outstanding service.	Correia, Reis & Ghasemi (2020)
[Quality (Perfectionism)] The tourists' gastronomic options are the social environment and quality of the space.	Correia et al (2008a)
[Quality (Perfectionism)] Asian Tourists value que quality of the food while on holidays.	Correia, Kim & Kozak (2020)
Low cost tourist save money in transportation, to spend it in luxury and prestige consumption of goods at the destination.	Correia, Pimpão & Crouch (2008b)

Figure 4 image description: Contributions to define consequents of luxury.

[Cognitive] Golf in Algarve is a status driven product.	Correia & Kozak (2012)
[Cognitive] Oceanic residents value conspicuousness and reverence.	Correia, Reis & Ghasemi (2020)
[Cognitive] Asian tourists shop luxuries to reach social status.	Correia, Kozak & Kim (2018)
[Cognitive] Travel choices are influenced by the desire to enhance tourists, self and social identities.	Correia, Kozak and Reis (2014)
[Cognitive] Luxury is driven by providing what the tourists desire, allowing their self-realization.	Correia & Kozak (2016)
[Cognitive] Americans privilege self-esteem.	Correia, Reis & Ghasemi (2020)
[Cognitive] Italian tourists feel fulfilled while traveling.	Correia, Kozak & Del Chiappa (2020)
[Conative] "people want to play where famous and notorious golfers do"	Barros, Butler & Correia (2010)
[Conative] Repeat visitors still found status in the south of Portugal	Correia & Kozak (2012)
[Conative] Italian tourists like to share photos and stories on social networks	Correia, Kozak & Del Chiappa (2020)
[Conative] Luxury is driven by providing what the tourists desire, their ability to impress the others.	Correia & Kozak (2016)

Figure 5 image description: Content analysis of luxury meanings.

[Conspicuous value (Veblen effect)] *All the comfort I could wish and without any constraints on how to spend …limousine…and everything one could need to enjoy it* Correia, Kozak & Del Chiappa (2020)
[Conspicuous value (Veblen effect)] *The most luxury tourism experience that I had was when I traveled to Macao with my partner for a trip that was generously paid for us. I think this trip was luxury because we stayed in expensive hotels, the ticket to the best and also expensive shows were bought for us and we were taken care of for almost everything that we needed* Correia, Reis & Ghasemi (2020)
[Unique value (Snob effect)] *Transcendence. A manner of going out of our normal way of being in our daily lives* Correia, Kozak & Reis (2014)
[Unique value (Snob effect)] *Anticipatory and personalized guest experience; curated around my needs and expectations; services and experiences that are not available or accessible to the mass market* Correia, Reis & Ghasemi (2020)
[Unique value (Snob effect)] *A place where I won't to be recognized* Correia, Kozak & Reis (2014)
[Social value (Bandwagon)] *My family and friends are happy for me… They think that I deserve it after having worked hard as I used to do* Correia, Kozak & Del Chiappa (2020)
[Social value (Bandwagon)] *My friends and family found such experience cool and they were happy for me* Correia, Reis & Ghasemi (2020)
[Hedonic value (Hedonism)] *Striking, breathtaking scenery, staying at a very comfortable …maybe in a palace* Correia, Kozak & Reis (2014)
[Hedonic value (Hedonism)] *My husband and I were in a trip to Tioman Island in Malaysia. We stayed for 5 days in 5-star resort by beach in the Island. We did snorkelling, we ate very delicious seafood. We get relaxing most of the time. We had unforgotten times there* Correia, Reis & Ghasemi (2020)
[Quality (Perfectionsim)] *My luxury experience was in a 7 star hotel all the time being served and revered and having the possibility of experiencing a lot of comfort and services* Correia, Kozak & Del Chiappa (2020)
[Quality (Perfectionsim)] *Those experiences were luxury due the offer of services, design, comfort, location* Correia, Reis & Ghasemi (2020)
[Cognitive] *Enjoy a stay where there are people with a high social status, being served and revered* Correia, Kozak & Del Chiappa (2020)
[Affective] *I was experiencing relaxation and intimacy within the couple, and mixed these moments with some excursions that allow you to be in touch with the local culture and gastronomy* Correia, Kozak & Del Chiappa (2020)
[Conative] *I would engage on some sort of photography work and travel writing in order to share it with my friends* Correia, Kozak & Reis (2014)

26. USING VISUAL RESEARCH IN TOURISM - Contributions by Margarida Custódio Santos

Deciding to use visual research in my doctoral thesis was a difficult decision, but I felt that it was an inevitability rather than a choice. I started working on my thesis in 2008, and, after a long period of reading and reviewing the existing research on destination competitiveness, I concluded that which factors influence tourism destinations' ability to compete depends on their development phase. The tourism destination where I live and work, the Algarve, is in a mature phase, so naturally my research focused on understanding the variables that affect mature tourism destinations' competitiveness.

A quite significant number of studies have identified environmental impacts as one of the main factors that can cause mature destinations to become less competitive. A closer look at prior research revealed that many so-called environmental impacts comprised deterioration in the aesthetic quality of these destinations' cultural landscape. I had found my research topic! However, I quickly recognised that, to measure tourism development's effect on the Algarve landscape's aesthetic quality, I needed to use images. At that time, few investigations had used photographs to assess tourism destinations' aesthetic value.

Using still images to evaluate this industry's impact on my destination's aesthetic value was a major challenge. First, I needed to establish which activities' effect on the cultural landscape's aesthetic quality could be attributed to tourism development. An extensive literature review identified 11 factors including, among others, overdevelopment, new access roads, abandoned agricultural land, discarded old infrastructure, agricultural land converted to serve diverse tourism purposes and environmental degradation.

Next, photographs chosen to represent these impacts were mixed with manipulated images and shown to tourists who had already seen the Algarve's landscape first hand. They were asked how likely they would be to choose a destination with landscapes like those in the photographs. Figure 1 shows a real cultural landscape that all tourists arriving at Faro International Airport are exposed to and depicts abandoned agricultural land. Figure 2 is of a manipulated landscape from which all signs of abandonment had been eliminated, but it is the same basic landscape.

Figure 1. Real landscape.

Figure 2. Manipulated landscape.

Based on this survey, the following contribution was formulated:

Assessments of tourism destinations' cultural landscape should be included when they are in a mature development phase in order to analyse their competitiveness.

As mentioned previously, the literature review carried out revealed that many situations reported as environmental impacts on destinations were changes in cultural landscapes' aesthetic quality caused by tourism development. This conclusion was reinforced by authors who reported that environmental effects, such as contaminated bathing water due to inadequate sewage treatment, had been resolved. To a large degree, these real environmental impacts were dealt with by creating more precise indicators to measure pollution and establishing benchmarks for when to allow or prohibit particular resources' use by tourists and the local population.

Only cultural landscapes considered of exceptional value have been targeted by measures that ensure their protection. These landscapes – or, as the European Union calls them, traditional or everyday landscapes – had previously not been maintained largely due to the challenge of developing precise indicators to measure the changes affecting these cultural features. Experts have also had difficulty assessing these alterations' consequences for individuals who permanently or temporarily interact with these landscapes.

Tourists often circulate in destinations to visit areas considered of exceptional value. These visitors are then incidentally exposed to cultural landscapes that have suffered a noticeable loss of aesthetic quality mainly due to over-construction of accommodation units, secondary housing and other tourism-related infrastructure. Excessive building has also occupied areas of great environmental fragility, leading to the destruction of ecosystems and degradation of important tourism resources such as beaches. Coastal destinations in the Mediterranean have also experienced widespread abandonment of cultivated lands that, in some cases, have been converted to other uses such as golf courses or theme parks.

A prominent feature of assessments of tourism destinations' competitiveness is the distinction made between natural attractions and/or resources and cultural and/or social attractions or resources. Natural landscapes' beauty is often evaluated in conjunction with the built environment's attractiveness, while the presence of unique cultural or social attractions that are likely to draw tourists are assessed separately. Humans' interactions with the physical environment over time generates destinations' cultural landscapes, which are not usually thought to contribute to these locations' attractiveness and competitiveness unless these encounters have created an outstanding landscape.

Tourism destinations are not the only areas to overlook the importance of cultural landscapes as diverse European countries have just recently begun to recognise the need to protect these landscapes, as shown by the European Landscape Convention. Analyses of tourism destinations' competitiveness thus need to pay attention to aspects related to not only tourist attractions (i.e. natural, cultural, social and historical), leisure facilities and infrastructure but also cultural landscapes' aesthetic quality. The second contribution offered here as a result of my research is, therefore, as follows:

Environmental impacts should not be confused with tourism's negative effects on the aesthetic quality of destinations' cultural landscape.

This finding suggests that experts should differentiate more clearly between environmental impacts and detrimental effects on landscapes' aesthetic value. When the present field study was conducted, the Algarve's local authorities reported that the most significant environmental impact in their region was the collapse of cliffs. Limestone bluffs in different shades is one of the most distinctive characteristics of the Algarve coastline, and these cliffs frequently collapse.

In various cases, tourism infrastructure's location on top of cliffs has contributed to the process. This situation was addressed by two still images (see Figures 3 and 4). Although the collapse was visible in one photograph, the tourists who evaluated both images could not find any differences between them, and they said that they would consider choosing either destination.

Figure 3. Real landscape: collapse of cliffs.

Figure 4. Manipulated landscape.

I analysed the results of my application of visual research methods to assess changes in the aesthetic quality of a tourism destination's cultural landscape. The findings support the conclusion that destination managers need to make a greater effort to monitor these transformations. Tourism development projects must avoid producing cultural landscapes that can give tourists the impression that a destination is no longer worthwhile visiting – even when it offers outstanding natural and cultural attractions.

Written by Margarida Custódio Santos, Universidade do Algarve, Portugal

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27. MULTISPECIES INTERACTIONS - Contributions by Kate Dashper

My research interests coalesce around two main areas: multispecies interactions and gender. While these two topics may seem rather different at first, for me they both come from a position based in relational ethics that foregrounds *interactions* between different actors and builds on an intersectional feminist perspective that acknowledges interlocking structures and practices of power, privilege and marginalisation.

Who am I?

I am a sociologist and came to the field of tourism studies almost accidentally, having started out studying equestrian sport and gender within a critical management school for my PhD. At this stage, I did not really realise that tourism was a distinct academic field so when I started my first position as a lecturer in events management, I embarked on a steep learning curve. I have always felt like something of an outsider in tourism studies, although this is slowly changing. An advantage of this otherness has been that I do not always feel the same constraints as some of my 'pure tourism' peers and colleagues to play along with the well-established norms and practices of the field in terms of research approach, methods, theory and outlets for publication.

I am comfortable drawing on and speaking to academics in broader related fields, such as the sociology of work, leisure studies and animal studies. My work is transdisciplinary, and I believe tourism scholars can often do more to both learn from and contribute to debates occurring in other fields. In my own research I draw on broader theories of gender, power and more-than-human becoming which I think offer fruitful avenues for enriching understanding of different practices, identities and struggles that manifest within tourism.

Having said this, I am proud to now situate myself in the field of tourism studies. As a major industry that shapes lives on individual, community, national and global levels, tourism is one of the most important phenomena of contemporary times. By bringing ideas from other fields *into* tourism studies and then taking ideas developed in relation to tourism back *out* to other fields I believe my work helps advance understanding about some of the complexities of tourism in a multispecies world.

Multispecies interactions in tourism

Nonhuman animals play prominent roles in tourism, whether they be attractions to be gazed upon in zoos, sanctuaries or wild locations, or workers helping to deliver products and services for tourists and hosts, or symbols that represent regions and countries. Research in tourism studies has tended to focus predominantly on ethics (e.g. Winter, 2020), with far more attention paid to 'wild' than domestic animals. My own research focuses mainly on the role of horses in tourism, leisure and events and shifts debates from ethics (which remain an important baseline) to also include issues related to work, interactions and identities.

One of my main contributions is in relation to conceptualising animals in general, and horses in particular, as workers within the tourism industry (Dashper, 2021). Work is a political terrain, and so it is a political act to recognise animals as workers in tourism. They are not merely tools to be used and abused, or attractions or background to the main action of human tourism. Rather, animals play active roles in co-

constructing tourism practices and experiences and I argue that research needs to account for the various ways in which animals can and do shape tourism. Focusing on horses involved in trekking tourism, I have argued that, in some cases, animals should be recognised as workers in tourism organisations, performing alongside human workers and in collaboration with human tourists and other animals and environmental actors (Dashper, 2020a). Drawing on Hochschild's (1983) work, I suggest that these horses are required to perform emotional labour in service to commercial tourism companies, having to embody organisationally-dictated 'feeling rules' and engaging in both surface and deep acting in their interactions with tourists and other workers. I argue that expanding the conceptualisation and application of emotional labour to include animals is important in opening up understanding of the multiple forms of labour that often serve to marginalise many workers in the tourism industry, both human and nonhuman.

It is only recently that tourism researchers have started to embrace multispecies approaches that recognise the messy entanglements between human and nonhuman actors (e.g. Valtonen, Salmela & Rantala, 2020). In my own work I advocate a multispecies perspective that aims to "challenge the deep-rooted human exceptionalism that positions humans as the only worthy focus for attention, and to acknowledge the importance of nonhuman animals in their own right, and in their interactions with and influences on human worlds" (Dashper & Buchmann, 2020: 295). This involves being attentive to the interactions between human and nonhuman animals, as well as the potential for animals to exercise agency and act in often surprising (to humans) ways. This requires flexible and innovative methodologies, such as multispecies ethnography, to begin to try to understand aspects of tourism at least partly on the terms of animals as well as people.

However, although animals can and do act and influence tourism encounters and practices, this happens within the confines of human-centric power relations that prioritise human interests above all else. Tourism is a human practice which places all other animals in a relatively subordinate position (see Dashper, 2020b). It is here that an intersectional feminist lens can usefully complement a multispecies one, in illustrating how multiple forms of privilege and marginalisation – be these in relation to gender, race or species, for example – position some groups and individuals as relatively powerless and vulnerable to exploitation. The precarity of work in the tourism industry – whether this work be conducted by humans or nonhumans – makes tourism a particularly important site for examining issues of power, privilege, marginalisation and subordination. In my research I am examining what 'decent work' might really be in (and beyond) tourism, for both humans and nonhumans.

The future of tourism in a more-than-human world

The COVID-19 pandemic has made the interconnections between human and nonhuman worlds more visible, illustrating our mutual dependence and constitution, in both positive and negative ways. For tourism and tourism research, these multispecies entanglements are likely to become more prominent and pressing to address. I hope my own role within this will be to keep advocating for those on the margins – whether human or nonhuman – and to contribute to knowledge and discussions about the ways in which tourism can contribute to more just and equitable futures for all as we look for ways to coexist and hopefully thrive in a multispecies world.

Written by Kate Dashper, Leeds Beckett University, United Kingdom
Read Kate's letter to future generations of tourism researchers

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28. REFLECTIONS ON PLACE, IDENTITY AND TOURISM RESEARCH (AND FINDING ONE'S PLACE IN THE WORLD) - Contributions by Suzanne de la Barre

My input to this collection on women's contributions to tourism research takes the form of what I would loosely call a "research note". Much of my research is influenced by an almost life-long love affair with place and identity. My submission is a response to the generous invitation made to women tourism researchers, and the editorial guidelines that encourage contributors to voice their submissions in whatever way they want to. Consequently, I've been drawn to frame by contribution through select biographical details (things I've done and experienced in my life). Then combine the ruminations-like exploration in relation to some epistemology-connected considerations (e.g., how has my knowledge been acquired?). To some degree, then, what follows is influenced by critical perspectives on the human element in (tourism) knowledge production, and the way that autobiography can be employed as a means to shape what tourism scholars do research on and why (see for instance Pearce, 2015). By extension, it is informed by contemplations on the role of the researcher's position in their research, or reflexivity (Phillimore & Goodson, 2004 provide examples with insights that have guided my development as a scholar).

I have struggled with articulating what is 'my contribution to tourism research' while writing this submission. I'm not alone. Like others in this volume – based on my read of some of the chapters already available – my ability to put my finger on what my contribution might be is tainted by the 'imposter syndrome' and the anxiety-inducing self-questioning that accompanies that ailment (e.g., is my work really worthy of inclusion in this volume?). My struggle is also deployed by the form of contribution I have designed – autobiographical, reflexive, and accompanied by the fear that the shape of this contribution will be perceived as self-indulgence and self-promotion. Yet, at every turn, and in the spirit of the aims and objectives of this volume, I remind myself that there are too few women voices in the tourism academe (Still? Why? How?). So, with that preamble, let's start with a beginning.

It was not just the stroppy searching for belonging of an out of place adolescent; it was my quest for adventure and self-knowledge. A telling if awkward poem I wrote for my parents at age 18 reads:

I want to be me.

I want to do the things I've dreamt of.

I want to join a circus in Russia,

be a spy,

live in Africa.

I have something to find,

I don't know where to look,

but it's out there!

For some, the decision to become an 'academic' is a well-thought out and intentional trajectory. For me, academia is a place I've 'accidentally' landed and mostly paused in across my lifespan (BA Human Geography, 1984; Master in Environmental Studies, 1991; PhD, 2009). My university education has had a superpower-like quality that reflects back to me my many life journeys and the passions that emerged or deepened along the way.

Undeniably, it's a not-uncommon-story that my foray into tourism as a domain of study began unwittingly with my own travel experiences. Through my adventures I discovered the rich attributes travel delivered to emotional and intellectual reflections on who I am (identity), and what supports my sense of belonging, or not (place). Those considerations, graciously, though sometimes begrudgingly, led me to interrogate the privileges that shape my life: that is the many and intersectional advantages that include those I was born into, unintentionally or intentionally grew into, and even those I may have aspired to but never achieved; for better or worse.

The first realization that drove what would become my future academic pre-dispositions was the simple if not immediately obvious fact that travel, as I was experiencing it, was an opportunity enjoyed by few citizens of this planet. I can clearly remember the steps that my 24 year-old self was sitting on with Yugoslavian student companions I met while camping in my $20 Canadian Tire pup-tent on the holiday island of Hvar. This was in the few years leading up to the conflict that dismantled the former nation known as Yugoslavia. On those steps was offered to me a significant and life-changing perspective: I had met my companions in their country, and they had not the means to imagine how they might have met me in my own country, Canada. I thought of myself as a 'poor' backpacker, yet it became clear that what I was enjoying was the exceptional privilege that allowed me the ability to travel and have the experience of meeting people in their far-away places, and discovering along the way something about those places. I connect these early contemplations to discussions found in what we now know as 'critical mobilities' (Torabian & Mair, 2021).

I did not know it then, but my first travel-inspired career began on those steps. *SHE travels: a magazine dedicated to women and travel* was a seed I planted during that inaugural 9-month backpacking voyage. My publishing company *Hit the Road Press* (which was almost named *On Itchy Feet Press*!) nurtured a need to investigate travel in a critical manner. From 1992 to 1994 I published and co-edited *SHE travels* with long-time bestie Elizabeth Brûlé (now AKA Dr. Elizabeth Brûlé, Queen's University). The more-than-zine and much-less-than-academic-journal was co-produced from my wood-stove-only-heated-no-running-water-cabin-in-the-woods (yes, I had electricity) an hour south of Whitehorse (Yukon), and Liz working from her metropolis located home in Toronto. Our subscription service circulation was a resource and labour intensive initiative. It helped extend our lifespan that by issue #3 we were members of the *Canadian Magazine and Publishers Association* (now *Magazines Canada*) which also distributed our publication to 50+ bookstores across Canada.

As editors, our preferred critical lens was to examine women's travel through our experience as avid women travellers. We informed this lens with the application of the feminist analytical devices we were acquainted with at the time. In my bookshelf still today are the nostalgic remnants of that era. To name a few: Jaggar & Bordo (1989), Nicholson (1990), Ramazanoglu (1989), and Weedon (1987). Our first issue editorial provides some insight into our motivation and mission:

> *Experience necessitates not only the practical but the contemplative. Exploring women's different experiences and reasons for travel allows for an understanding of their political and social circumstances. This is the focus of SHE travels … SHE travels is designed as a forum for women's voices, concerns and interests. This magazine promises to address women's travel experiences as well as providing for literature and guide book review, culinary insights, equipment needs, networking opportunities and solo travel. Ultimately, it is our hope that SHE travels will inspire women to challenge conventional definitions of travel and share their insights with other women.*

Our four issues over two years shared stories about women travelling alone or with companions, travel poetry, photo journals, and contemplations on mobilities of all sorts, including the impacts of moving around too much. We engaged with realizations women made about inequities and privilege through their travel experiences in our editorial purpose. Gender was conceptualized as binary, as was the pre-dominant if increasingly challenged discourse of the time. Still, our three-times a year publication was more inspired reflection than outright critical analysis. We mostly published prose that kept us poor but fulfilled; for a while anyways. Sadly, our magazine initiative occurred in the Yukon's pre-internet world, and our fax bills finally did us in.
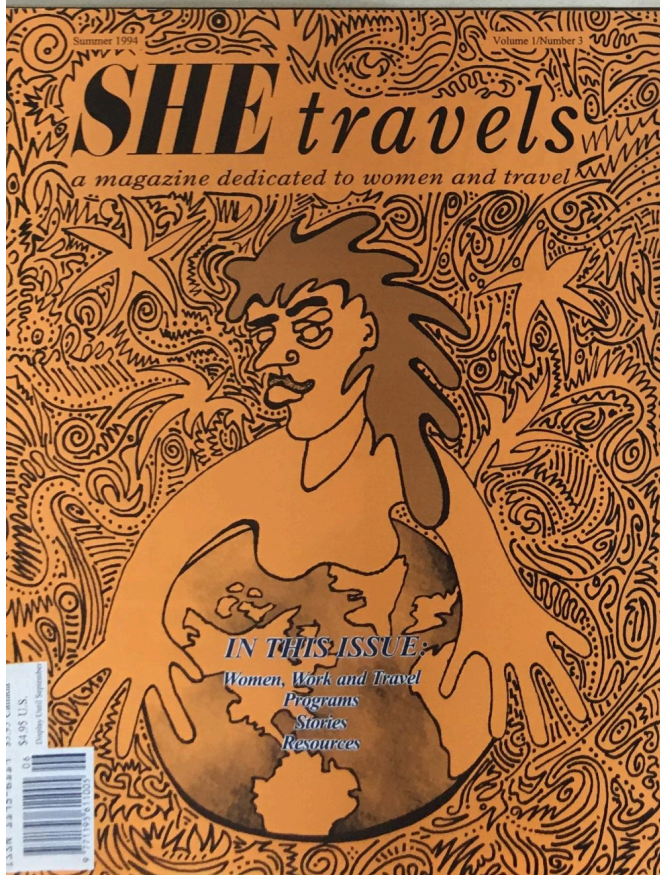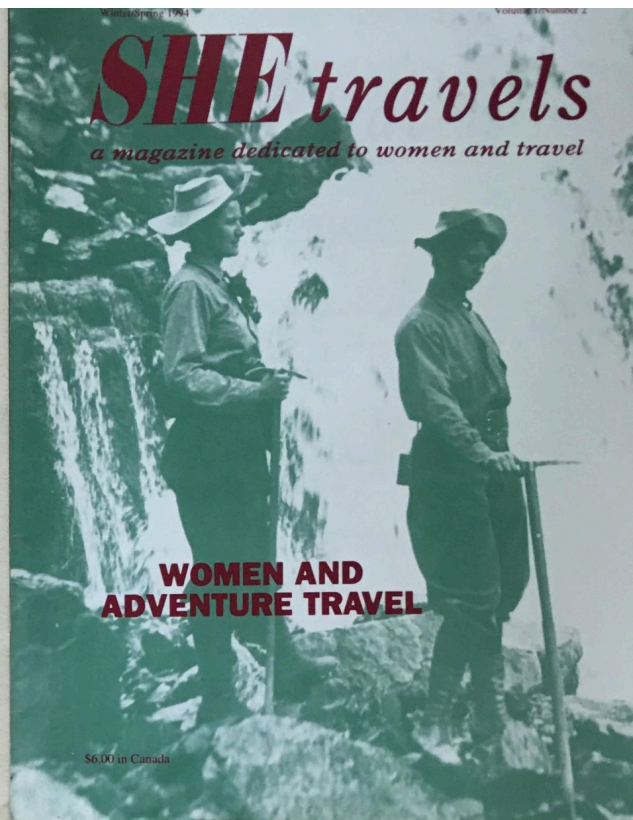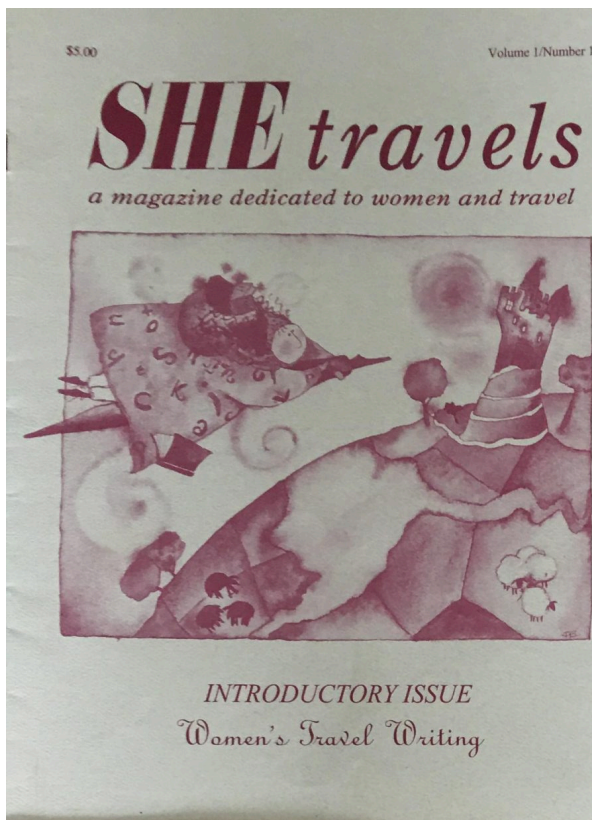
Photo 1. SHE travels magazine covers Issue 1-4.

It is with our final issue's editorial that I can see a window into my at-the-time-unknown-to-me future academic career:

Despite historical pre-occupations with the effects of place on people, there has been a strong tendency to see women as linked to family. Consequently, it has meant that women's bond to land/place has been seen as either secondary or it has been overlooked completely … This issue presents the stories of women who have reflected on the influence of place and the role it has played in their lives.

…

Metaphorically, travelling also reflects upon an internal process: one whereby the traveller can take a voyage inside one's self. This personal experience is as powerful as is the experience of finding your way through a new land and visiting new peoples. It is hoped that this issue will inspire some thoughts on how place shapes the lives of women. It is also meant to acknowledge how travel is often as much about gaining perspective on where we come from, as it is about where we are going to.

Reading our editorial now, I find myself surprised that my place and identity interests were already obvious so many years before my doctoral studies were even contemplated. It seems somehow worth mentioning that while the magazine and its gender focus inspired some of my later academic purpose, with the exception of a co-edited special issue of *Téoros*, a French language peer review publication of the *Université du Québec à Montréal* (Antomarchi & de la Barre, 2010), gender was for the most part explored 'incompletely'. In fact, it constituted by and large enquiry that never made it past the conference presentation stage (de la Barre, 1994; de la Barre, 2011; de la Barre & Sandberg, 2013). What I surmise from this turn of events is the value of feminist analysis as a 'transferable skill' for understanding how systems of oppression/empowerment work. Among other things, I have used those critical analysis skills to better understand movement and mobility, and applied them to the practices involved with supporting place-based community-economic development.

From 1997 to 1999, a few years after *SHE travels* came to an end, and while working in a participatory methodologies unit with an NGO in Malawi, my understanding about who gets to move around the globe *by choice* was corroborated. This time my reflections were enhanced by my increased life experience and maturity, both personal and political. Through observation, conversation and my day-to-day lived experience with my Malawian colleagues and friends, I was drawn to revitalized and newly informed questions: *What was I doing in Malawi? What even made it possible for me to be there? And what would be (**could be**) my useful contribution to Malawians enhanced well-being and empowerment?(!).* I left Malawi with a much more robust appreciation for the way ideological and other traps (continue to) fuel colonization-infused efforts in all parts of the world. The latter includes here at home in Canada when considering Turtle Island's original Indigenous people, and the systemic challenges they face that inhibit their emancipation, land-based relationships, and their social/cultural and economic well-being. Less attention has been paid to the way colonization and its legacies have detrimentally impacted opportunities for greater reciprocal and mutually supportive relationships between settlers and contemporary newcomers to Canada, and the original peoples of this land. Through grieving the missed opportunities to better know and enjoy one another, I'm also drawn to finding ways I can influence change.

As capstone reinforcement to my growing awareness and politicization, my return to Canada after two years in Africa introduced me to a new-for-me category of 'travellers'. My work as an Ottawa-based program manager with *WUSC's Student Refugee Program* left little doubt, and crystallized for me the nature and reach of my privilege (wusc.ca and https://wusc.ca/what-we-do/#programming-areas). My job required extensive stays in refugee camps in several African countries and Pakistan with the goal of interviewing people whose post-secondary studies had been interrupted by conflicts leading to them becoming refugees. The outcome of my interviews was to determine which potential students could be eligible for

a university scholarship at a Canadian university. The way I tell it is that I had the terrible task of playing Gawd. But there were grand rewards to that work: the results of the excruciatingly difficult selection process were that some refugee lives were forever transformed, and mostly in advantageous and life-fulfilling (and sometimes possibly *life-giving*) ways. I also worked with those selected students when (if) they arrived in Canada. The gratitude they expressed to me for my part in supporting their access to that life-changing opportunity was and remains forever humbling.

Forced migration is surely the epitome of what is human movement. It exists on a point on the 'mobility paradigm' as far from the concept of leisure travel and tourism as you can get. And then some.

It was the weight of these diverse experiences that supported the kinds of questions and questioning that shaped my PhD research and the academic career that followed. I gained intimate knowledge of the way place narratives tell stories and illustrate the strong unavoidable dialogue between the 'where' and the 'who'. My doctoral research examined narratives at the nexus of place and identity. My enquiry was applied to diverse forums of resident place expressions and, through interviews with Yukon's wilderness and cultural tour guides, examined also how place narratives intersected with those employed by and for tourism. Among other things, my findings hinged on interpretations of how our place stories provide rich material to consider how the where/who relationship intrinsically – though not deterministically – mutually shape one another (de la Barre, 2009).

Post-PhD completion, my 'findings' continued to evolve. As they should I think, because, in my experience at least, there are few-to-no useful (interpretive?) intellectual endeavours that remain 'true' beyond the time it takes for the printer ink to dry on a page. Doreen Massey's (2005) 'progressive sense of place' offered exciting place conceptualization opportunities post-thesis. A progressive sense of place understands space as "open, multiple and relational, unfinished and always becoming, is a prerequisite for history to be open and thus a prerequisite, too, for the possibility of politics" (p. 59). Her ideas enriched my understanding of place/identity and (hopefully) improved upon my ability to reckon with determinisms of all sorts (de la Barre, 2012a). Oh but to find the time to go back to that work yet again! There remain to investigate so many truths, so many fictions … (all of them temporary and sometimes useful lies?).

Significantly, my PhD research brought me back home to the Yukon. Canada's changing northern regions, often characterized as the remote regions of this country (…but remote for whom?), captured my attention and commitment. I found a way to collapse interests, passion, and purpose with the desire to (finally) make my place at home. With research aimed at better understanding the Canadian north my questions shifted to my local, all the while informed by my experience of and considerations for the global: *What does sustainability mean, and for whom is it operationalized?* (de la Barre, 2005); and, *what can we know about a place as it is expressed and experienced by communities and their residents in relation to the way these expressions are promoted for tourism?* (de la Barre, 2012b; de la Barre, 2021; de la Barre & Brouder, 2013). I sought out and committed also to work collaboratively with researchers in other norths who were introduced to me through my two-year post doctorate research at Umeå University in northern Sweden (2010-2012). Together with colleagues from Sweden, Norway, Finland and Iceland we have strived to discover the ever-evolving questions and ephemeral understandings that respond to community and change through the lens of demographic mobility, change and innovation in the sparsely populated world (Carson et al., 2016) and Arctic tourism (Müller et al., 2020; Rantala et al., 2019).

The study of tourism-influenced phenomena has consistently fascinated me and enabled place and identity-encouraged interventions that aim to engage social justice considerations. Certainly, others have more explicitly captured the equity and justice issues involved: Freya Higgens-Desbiolles – a self-described 'academic heretic' (this volume) – has, in my opinion, prompted much needed debate in the academe. The possibility of 'hopeful tourism' and tourism that supports social justice has coloured my work (Higgens-Desbioles, 2006; Higgins-Desbiolles & Blanchard, 2010; Higgins-Desbiolles & Whyte, 2013), even if cynicism or despair or my perceived inability to creatively engage with it has stymied it. Place and identity research in the present moment in my own country, Canada, is distorted by the systemic and other challenges

experienced by Indigenous researchers and the contributions they have not been supported to make. Applied dimensions of identity and place expressed in widespread and failed community-economic development initiatives illustrate what the impacts caused by a lack of diversity in (tourism) research can be; and perhaps more so where 'authoritative' research contributions are concerned. That is, what gets researched, published, circulated and welcomed into the debates and discourse in meaningful and impactful ways.

Nonetheless, there is evidence this is changing. Indigenous scholars and researchers are having an impact, and their work is increasingly available for us to engage with. For example, Hilton's Indigenomics (2021), and tourism-specific Indigenous-authored research and scholarship, for example, Bunten (2010), Bunten & Graburn (2018) and Aikau & Gonzales (2019), to name only a few. Their work clearly suggests that Indigenous-authored contributions stimulate improved and valuable perspectives and understandings – and provide opportunities for the kind of dialogue that builds more meaningful and useful knowledge. Questions I ask myself include: *What does this emerging scholarship mean for identity-privileged researchers (settler, male, cisgender, and any privileged identity in relation to the issue under investigation)? Can applying reflexivity and other strategies – for instance, researcher motivation and ability to understand what it means to be on the sidelines of academic knowledge production – influence how identity-privileged researchers engage in research? What choices do identity-privileged researchers need to make with regards to the research they should engage in? What can identity-privileged researchers do to support inclusive research that will positively impact more meaningful knowledge production – not to mention, help them to better engage with the possibility of enriching the lives of those impacted by research? Finally, how can identity-privileged researchers engage with doing research while considering the less-identity privileged 'marginalized' researchers who may be better positioned to lead that research in their stead, given the chance?* (For related discussions that provide insight into some of these questions see Fullagar & Wilson, 2012; Grimwood et al., 2015 and Grimwood et al. 2019).

This volume and its approach is a breath of fresh air. I extend my gratitude to the editors for inviting me to participate. The exercise of writing this contribution makes me realize more than ever that creating my place in what I assess to be the current distorted research landscape requires my deliberate attention: *What can I contribute to place and identity (tourism) research that might add meaningful, life-enhancing, empowerment supporting value to what we know?* This question I ask, this time, is not an 'imposter syndrome' related conundrum. Rather it is a much needed interrogation that relates to what I embrace as the moral responsibility in my scholarly and 'real-life' ambitions; similar in fact to the trajectory that drove the questions that arose from my work in Malawi.

My 18 year old self could not have known that the journey I began so many years ago would be entangled in such a fertile quagmire. Circuses in Russia aside, and I'll never be a spy, but the spirit of my desired adventure lives on. And tourism scholarship has given me lifelong legs to dance with.

Written by Suzanne de la Barre, Vancouver Island University, Canada
Read Suzanne's letter to future generations of tourism researchers

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29. SERVICE CANNIBALIZATION IN TOURISM - Contributions by Estrella Díaz Sánchez

The field of service cannibalization in tourism is a topic in which I began to have a special interest after the development of my doctoral thesis. Service cannibalization is a theme that has mainly emerged since the development of the Internet and new technologies. This concept will become fundamentally important in the future with the development of intelligent technologies and their implementation in the tourism sector. To understand the concept of service cannibalization, it is necessary to answer a series of questions: Can online or electronic channels decrease the sales of other traditional distribution channels? In what sense can the use of technologies replace frontline employees? Answering these questions has led me to explore this concept further throughout my academic career.

In the next paragraphs you will find the conceptualization of the term service cannibalization that I have personally brought to the field of tourism. Subsequently, a description of my academic career will be shown so that you can get to know a little bit more about me. Although throughout my research and teaching career I have focused on different lines of research, I wanted to show you an infographic with the main milestones to highlight in my academic career in the field of tourism. I hope that from this chapter I will be able to transmit and spread to all of you the passion and enthusiasm I feel for the tourism field.

The concept of service cannibalization

Service cannibalization is defined as the challenge posed by the addition of an online channel to the distribution system of a company or/ and alternative sector or/and product and the displacement of sales caused. It reflects the seller's perception of the extent to which sales opportunities are lost to alternative channels or products (Sharma and Gassenheimer, 2009). When a firm or sector begins selling products through the Internet, existing channels suffer, and sales agents are likely to perceive a loss of market share and customers to alternative/ online sales.

Many industries have implemented electronic business methods and introduced multichannel strategies to counter the increasing importance of online channels (Brun et al., 2020). Smart technologies have radically changed service ecosystems (Buhalis, 2020), transforming, and disrupting traditional service practices. New business models have been created, including the disintermediation of the services industries and the emergence of electronic intermediaries. Omnichannel distribution has become the norm, despite causing conflict among industry actors. Conflict between alternative distribution channels suggests that sales agents perceive service cannibalization because of changes to their roles and a reduction in organizational turnover and sales. Few empirical studies address the cannibalization of distribution systems in the wake of the introduction of online channels. The majority analyze cannibalization in an organization's multichannel distribution system, without examining the effects of cannibalization on the industry.

However, the integration of electronic and offline channels brings substantial risks to the travel industry. Multichannel systems have detrimental effects on various tourism-related stakeholders. Customers might choose travel websites over travel agencies (i.e., retail outlets) because online channels have more appealing features such as enhanced information searches. Hybrid demands through online and offline channels lead to cannibalization of sales. Sales shift from physical travel agencies to websites (i.e., airlines, hotels, car rentals, online travel agencies, etc.) as they provide more features and offers to customers. Conversely, online

channels increase competition because consumers have better and quicker access to efficient shopping through comparison websites.

Tourism has undergone a radical transformation and has made a revolutionary but also disruptive move towards the use of communication infrastructures and interactive digital technologies, widely known as the smart revolution (Buhalis et al., 2019). Many tourism organizations employ smart technologies and have introduced omnichannel strategies, transforming and disrupting the ecosystem (Buhalis, 2020). The smart revolution opens the possibility of a profound transformation in the ways individuals and organizations behave, operate, and connect. Providing alternative distribution channels in the tourism industry generates an advantage to customers about their choices of information or sales channels. Online channels allow tourism companies to consolidate existing markets and expand into new ones. The digital transformation was intensified during the COVID-19 lockdowns that forced people to work, shop and socialize online.

Most companies see multichannel initiatives with the use of online channels and smart tools as a stimulus to improve customer relationships (Tojib and Khajehzadeh, 2017). Others, however, are concerned about the detrimental effects of multichannel distribution. The use of online tools can lead to the substitution of conventional channels by Internet platforms, resulting in the cannibalization of traditional channels. The theory of structuration suggests that the prevailing socio-cultural norms of the employer-employee relationship shapes capital relations. This theory explains the relationship between the individual, society, and the markets. Structuring theory investigates the importance of contextual nuances in behavior and examines several aspects of the influence of the Internet and e-commerce on organizational performance on different behaviors such as the employee-employer relationship. The effect of online channel implementation depends on the forms of power relations existing in the organization. For example, when employees consider that technology is a threat, the meaning they attribute to it can negatively influence performance.

The consequences of tourism-related companies' multichannel strategies have been examined largely in terms of outcomes at company or customer levels, but not on the part of sales agents. By contrast, the Internet threat perceived by sales agents might lead to consequences that affect the agents themselves. Traditional service providers in tourism organizations may view various types of online media and devices as unexpected rivals and may reduce their support for the organization's existing customers, further affecting the organization's sales volume. Sharma and Gassenheimer (2009) investigated the effect of Internet cannibalization perceptions on employee performance. They identified some mechanisms of cannibalization:

- Online media offer additional attractive advantages to users, so that customers can move away from more traditional or face- to-face channels involving employees. The advantages include relevant information about product or service attributes, increased personalization, and time savings.
- As different online media make it easier for consumers to compare prices between different companies, sales can move from traditional channels through sales agents to online media. Online prices for similar products are often lower than those of traditional outlets.
- The Internet shopping experience reduces the consumer's tendency to make impulse purchases, which can affect cumulative sales figures.
- Information and communication technologies (ICTs) provide targeted customers with abundant information about the service's appeal, greater customization and time savings, reducing the need for human interaction with organizations.

Within the tourism context, Díaz, Martín-Consuegra and Esteban (2015) analyzed the concept of service cannibalization. They found that sales agents' perceptions of declining sales led to a series of consequences, including risk aversion, job insecurity, job satisfaction, job alienation and lack of travel agent effort and training. Travel agents' perceptions of service cannibalization correlate with some consequences for travel agents and disparities in these relationships according to the type of travel agency. Díaz, Martín-Consuegra and Esteban (2017) suggest that sales agents' perceptions of service cannibalization influence employees

and have repercussions such as service sabotage. This reinforces the importance of travel agency managers being able to detect sales agents' perceptions and mitigate the negative consequences on employees. This is particularly important in multichannel marketing in which online marketing channels coexist with traditional sales forces in the tourism context. The integration of electronic channels and smart technologies with traditional channels is accompanied by substantial costs and increased risk.

Perceptions of service cannibalization are particularly relevant since the Internet shift's role responsibilities and affects the security of traditional jobs, which can be motivationally detrimental to sales agents. Advances in automation, sensors, deep-learning algorithms, and smart devices are making service company employees obsolete in their traditional service delivery positions, reflecting the intention to replace human input in the service encounter. Thus, technology could increase the quality and efficiency of the service meeting, bypassing the inherent variability of human performance. As smart systems provide increasingly advanced services, jobs are seen to be threatened, which in turn increases employees' perceptions of service cannibalization.

However, new opportunities emerge in different service settings as innovation is driving service delivery as part of business model of disruptions and evolutions (Buhalis, 2020; Buhalis et al., 2019). Insights regarding perceived cannibalization and its possible consequences on sales agents' motivation should be addressed. Appropriate measures should be taken to counteract salespersons' perceptions of cannibalization and the identification of opportunities for ecosystems and all stakeholders to evolve. Incentives and training for all stakeholders affected should improve their skills and competence, enabling them to operate in the new digital marketplace. In this context, it is necessary to explore the role of cannibalization through the integration of offline and online channels and to identify new opportunities for all stakeholders.

My career in brief

I am a distinguished researcher at the University of Castilla-La Mancha (Spain) and a Marie Sklodowska-Curie Senior Global Fellow. Currently, I am developing a tourism project in San Diego State University (United States) and the European Travel Commission (Brussels). I am leading the EU Horizon 2020 project "Smart Tourism Challenges: The Effects of Digital Revolution on Consumer Experience and Business Competitiveness" (SMARTOURISM) as Principal Investigator (PI). Previously, I have worked as associate professor of marketing at the University of Castilla-La Mancha (Spain) and have carried out pre-and post-doctoral teaching and research stays at Bournemouth University (UK), University of Richmond (United States), University of Florence (Italy), and San Diego State University (Unites States). I am currently accredited as full professor in the social sciences field.

After completing my bachelor's degree in Business Administration at the University of Castilla-La Mancha (1999-2004) in Spain, including an academic year at the Università Degli Studi di Torino (Italy) through an Erasmus grant, I started my Ph.D. at the Department of Business and Marketing. Fortunately, perhaps by a stroke of luck or fate, in 2005, a few months after starting my doctoral program, I was awarded a research grant for postgraduate students by the Vice-Chancellor's Office of Research at the University of Castilla-La Mancha. This allowed me to join the marketing department as a Ph.D. student. Concurrently with my doctorate, and with the aim of improving my training, I took a master's degree in MBA and Human Resources Management, a master's degree in Cultural and Interior Tourism and a master's Thesis in Business Management at the University of Castilla-La Mancha. Subsequently, in 2008, I was granted a scholarship from the Spanish Tourism and Finance Ministry to carry out scientific research in the field of marketing, new technologies, and tourism.

Since the beginning of my studies, I have always placed importance on the international aspect of any discipline, and so I decided to transmit this in my research career. One of the aspects in which this international vision was conveyed was the importance of carrying out international research stays. In this sense, I thought it was necessary to carry out an international pre-doctoral stay to learn from other

contexts and develop not only academically but also personally. After attending a Marketing conference in Bournemouth (UK) in 2009, I contacted one of the most relevant lecturers in Tourism Marketing at that institution to request an invitation for a pre-doctoral stay and to work with her team at Bournemouth University. I was invited for 6 months in 2010, receiving funding through research grants from the University of Castilla-La Mancha. This experience also allowed me to participate as a lecturer in four seminars given to teachers and researchers at Bournemouth University.

At the end of 2009, another piece of good news arrived, perhaps another nod from fate, with the opportunity to obtain an assistant position in the marketing department at the University of Castilla-La Mancha. This enabled me to continue my doctoral thesis with a little less uncertainty, facilitating the continuation of my academic career after the defense of my doctoral thesis. On June 15, 2012, I defended my doctoral thesis entitled "Service Cannibalization in Travel Agencies. Analysis of its Consequences on the Employee" with a qualification of outstanding Cum Laude and obtaining the mention of international doctorate. However, I was aware that the great effort in an academic career does not end with the defense of the Doctoral Thesis. Obtaining the Ph.D. is the culmination of work, the end of a training stage full of personal, family, and professional efforts and sacrifices, which places us at the top of the academic and scientific pyramid. But at the same time, it places us at the starting point for creating, developing, and undertaking new and innovative projects in our field of knowledge. Thus, although during the pre-doctoral stage I had already considered the importance of training, it was in the post-doctoral stage in which I made a greater effort to improve her knowledge and skills through training. This training has been underpinned by the attendance of courses and seminars, as well as to national and international conferences. In this way, I have accumulated more than 1,800 hours of training and have participated in more than 50 national and international conferences organized by prestigious organizations.

As I have previously stressed, the international aspect was the key and foundation on which I wanted to build my research career. Sometimes, it is necessary to step outside our comfort zone to appreciate the existence of other work environments and contexts, different perspectives, and become more aware of the direction of your own research. Accordingly, I felt the need after the defense of my doctoral thesis to do another postdoctoral stay. In this case, I decided to go to the United States. I contacted one of the most prestigious professors in the field of international marketing with whom I had coincided in another conference and in 2013 he invited me for 6 months to the University of Richmond in Virginia (United States). In this period, the economic situation in Spain was challenging and more complicated and I did not receive any kind of funding to carry out this research stay. From this moment on, a few very fruitful years for my research career would begin. I started to focus my research along four different lines. Three of them I had already started with my publications during her pre-doctoral stage and the development of my Ph.D. Later, I did a research stay at San Diego State University (United States) for 6 months in 2017, invited by one of the pioneers in analyzing marketing communication. This international vision that has always been the focus of my research career was reflected in the different publications of articles and books, leading collaborations with researchers from several countries.

Throughout my teaching and research academic career, another fundamental element that I have always tried to keep in mind is the relationship between academia, the business world, and society. Thus, I consider it essential that the knowledge acquired through research is returned to the economic and business sphere and that business entities collaborate with academic organizations. It has been extremely worthwhile being able to participate in 17 collaboration and consultancy agreements with various institutions and organizations. Particularly, there have been two research projects that have marked my scientific career, intensifying my leadership skills. First, a project linked to the use of new technologies by companies in Castilla-La Mancha, financed by the Castilla-La Mancha Parliament in 2015 with a duration of two years and which allowed me to be the main researcher of a research project. This gave me independence as a researcher as well as enhancing my planning and organization skills, all very important attributes in the academic field. The second was the award of a European project as a principal researcher. Specifically, this project is a Marie Curie Global Fellowship action within the Horizon 2020 program granted by the European

Commission. This research examines the effect of smart technologies in the field of tourism from two perspectives, consumers and organizations, in the United States and Europe.

My research activity has been focused on four lines of research: (1) Consumer behavior, (2) Commercial distribution and logistics management, (3) Communication and application of new technologies, and (4) Tourism marketing. Beyond the focus on these four lines, I consider that interdisciplinary research is essential for the advancement of science. Regarding research activities, I have published 34 indexed publications included in the Journal Citation Reports, JCR (SSCI/SCIE) and SCImago Journal Rank, SJR (Scopus). These scientific publications are completed with 1 book and 6 book chapters. I have been making regular scientific contributions since the beginning of my academic training, but I would like to place particular emphasis on the frequency of publications in the last six years, mainly due to the collaboration with professors of international prestige located in 7 different countries (United States, Italy, Portugal, North Korea, China, United Kingdom and Spain) and the relevance of the publishers (Elsevier, Emerald, Sage, Taylor & Francis or Palgrave). The quality of my research activities has been rewarded with ten research awards and honors, including *2019 Highly Commended Award for Emerald Publishing*, *2017/18 Top Downloaded Article Award for Wiley publishing*, and *2014 Highly Commended Award Winner for Emerald/ EFMD Outstanding Doctoral Research Awards*. During the last few years, there has been an intensification of activities related to the dissemination of research activities in society.

I have collaborated as a member of several scientific associations: Spanish Association of Academic and Professional Marketing (AEMARK)**;** European Marketing Academy (EMAC); American Marketing Association (AMA); Society for Marketing Advances (SMA); Marie Curie Alumni Association (MCAA); Spanish Association of Market, Marketing and Opinion Studies (AEDEMO); Research group Research and Modelling in Marketing and Tourism of the University of Castilla-La Mancha and; Spanish Scientists in the USA (ECUSA).

Alongside my research, one element that I have tried to consider and improve in parallel throughout my academic career is teaching. I have participated in 14 full-time academic courses. As part of the teaching, I have participated continuously and with full responsibility in a variety of subjects linked to the area of Marketing, participating in different official university cycles (bachelor's degree, double bachelor's degree, and master's degree) with more than 1,500 hours of teaching. In addition, I have participated in a wide variety of master's degrees, teaching courses and seminars (440 hours of teaching), obtaining outstanding evaluations and feedback from students and the Teaching Evaluation Committee of the University of Castilla-La Mancha. This experience demonstrates my knowledge of a variety of subjects, my continuity, and my responsibility in teaching.

I have co-authored several educational publications and participated actively in conferences aimed at teaching quality, courses on the use of new technologies in higher education, and seminars on educational planning. I have also participated in three projects of educational innovation involving the use of collaboration tools and new technologies in marketing. Concurrently, supervising scientific work has been an important element in my research career, as it allows academics to guide new researchers and, at the same time, to learn from them. During her academic life, I have directed 29 bachelor's theses and master's theses, and one doctoral thesis. Currently, I am co-directing two doctoral theses, both of which are multidisciplinary and with an international scope.

Academic management has also become important, being particularly noteworthy the position of Vice-Dean for Quality and Coordination at the School of Law and Social Sciences. During this period highly significant achievements were made. The three main results were the renewal of the accreditation of three bachelor's degrees: 1) Bachelor's degree in Law, 2) Bachelor's degree in Business Administration and Management and 3) Bachelor's degree in Labor Relations and Human Resources Development. In addition, I have held management, secretarial, and/or bachelor's degree coordination positions at the University of Castilla-La Mancha. Furthermore, I have been responsible for two Erasmus programs for students and academics. During my stay in the United States, I have intensified my involvement in voluntary activities, a

highlight being my participation as a tutor at Preuss School where I helped students with limited economic resources to obtain excellent grades to gain access to university.

As we have seen through the main academic milestones described, this professional choice is not easy and involves a huge amount of effort, difficulties, but also a lot of satisfaction and joy when certain goals are achieved. The researcher's career is an in-depth one, very costly on an academic and personal level. The first lesson that a researcher must learn is that, in the world of knowledge one is always learning and undertaking new projects. Everything must be put into question and almost nothing is definitive. The career of researcher is full of filters, intermediate tests, demonstrations, continuous recycling, certifications, and accreditations that endorse the achievements of work and personal dedication. However, working with motivation and dedication becomes the most rewarding career itself because all the results are the fruit of one's own work and effort. A researcher career allows you to achieve great personal development.

Figure 1 presents the main milestones to highlight in my academic career in the field of tourism.

Click to enlarge

My key contributions to tourism research start **HERE**

2004

Erasmus scholarship Università Degli Studi di Torino (Italy) con content on tourism
Achievement

Bachelor's Degree in Business Administration and Management. University of Castilla-La Mancha -UCLM, Spain

Research scholarship in competitive call to carry out teaching and research tasks. University of Castilla-La Mancha. Period: 01.06.2005-31.12.2007.
Achievement

Master's thesis related to the tourism industry
Achievement

2005

2006

Master's Degree in Cultural and Interior Tourism. UCLM, Spain

Master's Degree in MBA and Human Resources Management. UCLM, Spain

Business report

Tourism and consumption: the case of Toledo. Institute of Consumption, Toledo, Spain

2009

European tourist destinations in internet search engines: a comparison. In A. Fyall, M. Kozak, L. Andreu, J. Gnoth, & S.S. Lebe (Eds.) Marketing Innovations for Sustainable Destinations. Oxford: Goodfellow Publishers Limited.

Influence of the duality of sales channels on the factors determining poor service provision). Vice-Chancellor's Office of Research of the UCLM. Duration: 1 year

CONTINUE

Book chapter

Research project

Effects of recovery strategies from failed service delivery on consumer satisfaction. UCLM. Duration: 1 year

Research project

Conference

2007

Maintenance of the Tourism Research System of Castilla La Mancha, Spain. Duration: 2 years

Research agreement and consultancy contract

Evaluation of the effectiveness of websites: a content analysis of the main airlines. International Conference of the European Academy of Management and Business Economics, Salvador de Bahia, Brazil

Doctoral fellowship in the competitive call "Tourism of Spain 2008" on tourism issues, granted by the Ministry of Tourism. Period: 01.01.2008-31.12.2012

Competitive intelligence to support management (III). Egatur 05/09. Institute for Tourism Promotion of Castilla-La Mancha, Spain

Business report

Competitive intelligence to support management (II). Egatur 05/09. Institute for Tourism Promotion of Castilla-La Mancha, Spain

Business report

Business report

Best innovative business project related to tourism. Innovation and entrepreneurs. Competition. Business Foundation of Ciudad Real, Spain

Award

Research paper

Tourism demand segmentation: An analysis applied to a cultural tourism destination. Journal of Tourism Analysis, 4 (2), 36-48

2008

Business report

Level of satisfaction of the tourist demand in Castilla-La Mancha. Institute for Tourism Promotion of Castilla La Mancha, Spain

Competitive intelligence to support management (I). Egatur 05/09. Institute for Tourism Promotion of Castilla-La Mancha, Spain

* UCLM= University of Castilla-La mancha

2011

Research paper — The effects of price-value perception of consumers and practical attitude on travel decision: Spain or Elsewhere? *International Journal of Culture, Tourism and Hospitality Research, 5(2), 149-165.*

Research stay — Bournemouth University, UK. Period: 6 months. Research topic: Internet and perceived cannibalization in tourism

Seminar — Effectiveness of web design for luxury hotels. Bournemouth University, UK

Conference — Service-dominant logic in tourism: a practical model proposal for tourism destinations. *Advances in Tourism Marketing Conference.* Maribor, Slovenia

Seminar — Internet channel and perceived cannibalization in the travel agency industry. Bournemouth University, UK

Conference — Negative effects of promoting a destination based on a film route. The case of a surrealist cult film. *International Tourism Conference.* Peniche, Portugal

Conference — The recovery paradox: an empirical analysis in the tourism industry. *World Research Summit for Tourism and Hospitality.* Hong Kong, China

Doctoral thesis title: Service cannibalization in travel agencies. Analysis of its consequences for the employee

Research project — Influence of cannibalization of factors determining poor service provision. UCLM. Duration: 2 years

Influence of cannibalization on determinants of poor service provision. Study applied to the travel agency sector. *Doctoral Workshop of Business Strategy and Marketing, UCLM*

2012

PhD in Business Strategy and Marketing. UCLM. Qualification: Outstanding cum laude with international mention

Research project — Evaluation of the effectiveness of web pages: analysis of content applied to rural tourism. UCLM. Duration: 1 year

Research paper — Tourist demand satisfaction in Castilla La Mancha. *Journal of Tourism Analysis, 9 (1), 42-54.*

Research paper — Measuring factors that influence a visit with a movie map: An empirical analysis of a surrealist cult film. *European Journal of Tourism, Hospitality and Recreation, 3(2), 57-76*

Seminar — Investigating a conceptual model for hotel web design efficiency. Business School, Bournemouth University, UK

Research paper — European tourist destinations on the internet search engines. *European Journal of Tourism Research, 5(2), 171-175.*

CONTINUE

Research agreement and consultancy contract — Development and maintenance of the tourism research system of Castilla La Mancha. Duration: 2 years

Conference — Participation of the main European Union's day train in the 2009 edition: Application to the Spanish sector. Congress of the European Academy of Management and Business Economics. Seville, Spain

Conference — Effects of service recovery strategy on satisfaction, loyalty and recommendation. Spanish Academy of Management. Toledo, Spain

Conference — Satisfaction of tourism demand in Castilla La Mancha. Conference of the Spanish Society of Scientific Board in Tourism. Gijón, Spain

2010

Conference — Analysis of the effectiveness of web site design. Application to the luxury brand sector. *Spanish Conference of Marketing.* Oviedo, Spain

Conference — Effectiveness of web design for luxury brands. *Global Marketing Conference.* Tokyo, Japan

CONTINUE

CONTINUE

Service cannibalization in travel agencies. Analysis of its consequences on the employee. *II Doctoral Colloquium. UCLM*

Seminar

8rd Ph.D. in the Social Sciences field, CUANDO Professorship.

Research award

Research award

Research stay

Research paper

University of Richmond (US). Period: 6 months. Research topic: Service cannibalization and its influence on service sabotage

Evaluation of the prestige features of hotel-chain websites. A latent class segmentation analysis. *International Journal of Hospital & Management*, 34, 338-347.

2013

Extraordinary Doctoral Award for the best Ph.D. in the social sciences field. UCLM

Conference

Is ICT good for employees? An analysis of its effects on sales agents' perceptions of service cannibalization. *Computers in Human Behavior*, 51(1), 263, 271.

Start year of participation as a reviewer in indexed service and tourism-related journals

CONTINUE

Service cannibalization travel agencies. Analysis of its consequences on the employee. *Conference of Marketing*. Barcelona, Spain

In what way do a network as a contribution to strategy by Castilla-La Mancha Parliament. Dual of 2 Years principal investigator

Research project

Research paper

Reviewer

Colloquium on Techniques and Methods of Tourism Research. *Spanish Society of Scientific Experts in Tourism*. Madrid, Spain

Service cannibalization: the influence of multi-channel distribution on sales agents. *Society for Marketing Advances*

Conference

Perceptions of service cannibalization: The moderating effect of the type of travel agency. *Tourism Management*, 48, 329-342.

Service cannibalization: Moderation by type of travel organization. *European Marketing Academy Annual Conference (EMAC)*. Leuven, Belgium

2015

Best Ph.D. in Marketing. Spanish Marketing Association

Seminar

Research award

Research paper

Conference

2014

Research award

Research paper

Conference

Conference

Highly Commended Award Winner, granted by Emerald/EFMD Outstanding Doctoral Research Award

Service cannibalization: Does multichannel distribution influence the incorrect provision of service? *Cátedra Fundación Ramón Areces*, DOC 04/2014, pp. 1-27

How do travel agents perceive the cannibalization of service and adopt new technologies?. *National Conference of Marketing*. Castellón, Spain

The recovery Paradox in the hospitality industry: an empirical analysis. *International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behavior*. Aveiro, Portugal

2018

Research paper — Is it possible to develop ... (curved text)

Research paper — Music tourism: Influence of social networks on the intention to attend a festival. *Conference of the Spanish Academy of Management.* Aranjuez, Spain — Conference

Conference — The complex relationship between quality, satisfaction, and loyalty: Empirical results from fast-food restaurants using a PLS approach. *International Conference on PLS and Related Methods.* Macau, China

Conference — Social media in music tourism: an empirical approach. *World Research Summit for Tourism and Hospitality.* Orlando, US

Research paper — Sales agents versus the internet: Understanding service substitutability based on the conservation of resources theory. *Internet Research, 27(4), 858-884*

Research paper — The effects of perceived satisfaction with service recovery efforts: A study in a hotel setting. *E&M Economics & Management, 20(4), 203-218*

Research paper — Determinants and outcomes of price premium and loyalty: A food case study. *Journal of Consumer Behavior, 17(1), 64-74*

Book — Analysis of the Use of Social Networks as a Communication in a Relationship Marketing Strategy by Companies in Castilla-La Mancha. Toledo: Ediciones Parlamentarias de Castilla-La Mancha

Book chapter — Impact of smart technologies on the distribution of tourism services. In J.A. Trespalacios et al. (Eds.) *Nuevos Horizontes del Marketing y de la Distribución Comercial.* Oviedo: Cátedra Fundación Ramón Areces de Distribución

Research paper — The effect of new technologies on psychological consequences and risk perceptions of sales agents. *Journal of Risk Research, 21(11), 1409-1429*

Conference

Research stay — Fowler College of Business, San Diego State University (US), Duration: 6 months. Research topic: Digital revolution and its effects on tourists and tourism-related organizations.

Conference — An analysis of the importance of the origin of food products: The effects of consumer ethnocentrism. *Business & Economics Society International Conference.* Lugano, Switzerland

CONTINUE

2016

Research award — Top downloaded article 2017-2018, granted by Wiley Publishing

Research project — Tourism habits in Castilla-La Mancha. Castilla-La Mancha Tourism Authority. Duration: 8 months

Research paper — Film-induced tourism: A latent class segmentation based on satisfaction and future intentions. Revista de Turismo y Patrimonio Cultural, PASOS, 14(4), 875-888

Research paper — A persuasive-based latent class segmentation analysis of luxury brand website. Electronic Commerce Research, 16(3), 401-424

Research paper — A latent class segmentation analysis of airlines based on website evaluation. Journal of Air Transport Management, 55(1), 20-40

Conference — The effect of perceived service cannibalization on sales agents). *Congress of European Academy of Management and Business Economics.* Las Palmas de Gran Canaria, Spain

Conference — Couponing and new technologies: Effects on coupon redemption). *Conference of Marketing.* León, Spain

2017

Conference — The effects of regional ethnocentrism on geographical indication food products through the importance of proximity, tradition and ethnicity. *European Marketing Academy Annual Conference (EMAC).* Glasgow, UK

Conference — Persuasive web design for airline companies. Proceedings of 45th European Marketing Academy Annual Conference (EMAC). Oslo, Norway

CONTINUE

CONTINUE

Research paper — The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis: Exploring the mediating role of trust. *Journal of Hospitality and Tourism Technology*, 9(3), 380-396

Seminar — "Impact of intelligent technologies on the distribution of tourism, the X Scientific Meeting, New horizons of Marketing organized by the Ramón Areces Foundation. Oviedo, Spain

Conference — Customer engagement in hospitality and tourism: To understand a better paradigm and future directions. Global Marketing Conference. Tokyo, Japan

Seminar — Experiences of participation in Marie Skłodowska-Curie actions (tourism scope), *Call for IF MSCA 2018"*, Ministry of Economy, Industry and Competitiveness. Madrid, Spain

Research award — Highly commended award winner 2019 Literati, granted by Emerald

Outreach activity — Interview within the program "Investiga que no es poco" of Castilla-La Mancha radio. Topic: smart tourism

Conference — Customer attitude towards Geographical indication food and ethnicity of... International Conference Madrid Cáceres (Spain)

Conference — Evolution of information and communication technologies in tourism and hospitality literature. *World Research Summit for Hospitality and Tourism 2019*. Orlando, US

Recognition — Representative of the Social and Legal Sciences branch of the HRS4R seal, awarded to the University of Castilla-La Mancha by the European Commission in 2019 for Excellence in Human Resources in Research

CONTINUE

2019

Research paper — Geographical indication food products and ethnocentric tendencies: The importance of proximity, tradition and ethnicity. *Journal of Cleaner Production*, 241, 118210

Research project — Smart tourism challenges: The effects of digital revolution on consumer experience and business competitiveness. Marie Curie Actions Horizon 2020. Duration: 3 years. Principal Investigator

Seminar — Experiences of a professional career. University of Castilla-La Mancha Spain

Conference — Digital tools and smart technology in marketing: A thematic evolution. *Society for Marketing Advances*. New Orleans, US

Conference — The impact of smart technologies on organizations. *Summer American Marketing Association Conference*. Chicago, US

Seminar — "Success story SMART OU 18 SM project", during the Marie Skłodowska MSC Curie (MSCA) University of Castilla-La Mancha, Spain

Conference — Smart tourism: Effects on business competitiveness. International Conference of the Academy. Tokyo, Japan

Conference — Digital revolution on consumer experience and business competitiveness. *General Assembly and Annual Conference of the Marie Curie Alumni Association (MCAA)*. Vienna, Austria

Seminar — Tourism and new technologies", during the *Study Abroad Program of Fontwagen University*. UCLM, Spain

Seminar — Success case: SMARTOURISM project, UCLM, Ciudad Real, Spain

Conference — The acceptance of a new technology and the acceptance of customers in hospitality establishments. Jornada Hispanoluso de gestión de edilicia. Empresarial e Estrategy of Coaching a.o. Osina Sevilla, Spain

Figure 1. Milestones in my academic career in the field of tourism.

Acknowledgement

Written by Estrella Díaz Sánchez, University of Castilla-La Mancha, Spain
Read Estrella's letter to future generations of tourism researchers

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30. GIVING PLACES NEW LIFE BLENDING CULTURE, CREATIVITY AND TOURISM - Contributions by Maria Della Lucia

My letter to future generations of women academics in tourism describes the key points on my research journey. The mountain village where I grew up – its natural environments, industrious communities, cultural heritage, and history of emigration – has influenced my life, and my research, profoundly. Today, the valley is part of the Dolomites UNESCO WHS, with an economy which combines the area's tradition of artisanal ice cream with nature-based and sports tourism, and includes a company producing both components and finished products in the luxury eyewear sector. The valley's cultural heritage retains clear traces of its primary industries: forestry, zootechnics, mountain agriculture and mining. Under the Venetian Republic, and until the end of the 19th century, the steel industry dominated its economy, with blast and smelting furnaces and fusinèle that produced countless tons of tools and nails. In the mid-19th century, people started to leave the valley, first to the cities of Italy, where they worked as street vendors, and then, between the world wars, to Europe (Austria and Germany in particular) to produce and sell artisanal ice cream. The community still sees these seasonal emigration flows that resulted in the valley and nearby areas becoming places of origin not only of artisanal ice cream making professionals, but also areas where businesses specialized in their supply-chain agglomerate.

Because of this imprinting, my interest in and commitment to local development have informed my research since my BA thesis and my PhD in Economics and Management. The primary focus has been the study of the evolving drivers and models of local development from a disciplinary perspective inspired by the cross-fertilization of (apparently) separate research fields that, address new challenges and scenarios – including responsibility, sustainability, value co-creation and humanism on the real-virtual continuum. My aim has been to understand and detect the *new in the old* and the forces at play in our social and economic lives and landscape. Along the way, my research path widened in scope and grew increasingly deeper, leading to the uncovering of what "I don't know" and the reasons why I don't. Today, I can detect in my contribution to the field in different periods of my research the evolution of my "I don't know" and the associated reasons why within my understanding and seeing of the new in the old.

Community-type tourism destinations through the lenses of local development and industrial district

My early research extended the well-established constructs and methodologies used in local development (Pyke et al., 1991; Saxenian, 2002) and industrial district research (Becattini, 1989) to community-type tourism destinations (Flagestadt & Hope 2001). The *new in the old* has been my interpretation of community-type destinations as a form of local development where local systems specialize in services instead of manufacturing goods. In such development, it is the territory that shapes not only the local organization of production (concentration and specialization) but also the ecosystem's coordination mechanisms. The latter emerge out of soft factors, including cultural identity, social capital, and tacit knowledge (Della Lucia, 2006). My research confirmed that the community-type destinations in the Dolomites that may be assimilated to industrial districts correspond to territories that are, historically, Ladino, and have a strong ethnic, cultural, and linguistic identity. This largely explains the presence of both industrial and tourist districts in these areas, including the valleys (like mine!) that specialized in ice cream making (and its supply chain). It has

also inspired me to endeavour to better understand the relationships between different drivers of local development (Della Lucia & Franch, 2017).

From tourism development to culture-led development

I use a wide-ranging interpretation of culture to reconcile the different drivers of local development. Indeed, the cultural and creative industries (KEA, 2006) encompass an array of sectors producing both cultural (heritage and cultural industries) and non-cultural goods (creative industries and ICTs). These sectors are constantly evolving, are country and place-specific, and develop extensive positive externalities across the economy, particularly with tourism (Della Lucia, 2015), the evolution of which they shape (Della Lucia et al., 2016). Here, my *new in the old* has been the interpretation of local development as a continuum between culture, creativity, and tourism and interrelated input-output chains (and social interactions) whose manifestations at the local level result from the combining of heritage and traditions of production with innovation. Intersectoriality in cultural, creative and tourism industry agglomerations in Italy (Della Lucia & Segre, 2017) reveals both traditional monocultures and signs of innovation. The specialized sectors of Italian industrial districts (the so-called material culture that corresponds to *made-in-Italy*), and the (cultural) tourist monoculture of many areas have been, and still are, the biggest generators of value, exploiting Italy's rich cultural heritage and variety of local products. On the other hand, the agglomeration of cultural heritage, content (movies, television, publishing) and the information industry (ICTs) is an important sign of diversification in local development; drivers of change can leverage their complementarities to foster cultural and social innovation.

From culture-led development to regeneration

Researching place regeneration through culture-led development gave me the opportunity to investigate why and how place-remaking occurs. In the – often prolonged – transitional stage between placemaking and remaking, places become *spaces of indecision* – stuck in marginalization, dependent on outdated development models that are either still in crisis or about to be so (industrial cities or rural areas). Reconciling *the old* (tradition/conservation) with *the new* (recovery/adaptive reuse/reinvention) is a manifestation of the *new in the old*, exemplified by some successful culture-led regeneration processes (Della Lucia & Trunfio, 2018). On the one hand, this interface is enabled by *diversity and social inclusion* in decision-making on the part of agents of change who build up, activate, and hybridize social capital, and by implementing governance models that incorporate] (or unlock) this participatory approach. On the other, *cultural and social innovation* enables this interface by attracting or educating people, stimulating creative thinking and creating playgrounds for creativity – physical, social and virtual spaces where they can encounter and interact. For this to happen, path dependence must end, and new ways of living, working, and experiencing can then begin to be experimented with. Many of these processes have been bottom-up, enabled by actors/communities who have taken responsibility and acted, thereby contributing extensively to the project of "Imagining and building a better future and a more desirable place to live in".

Inspired by this individual and social responsibility, I ended up re-framing *the new in the old* in local development and regeneration through the lens of *Humanistic Management* (to be continued).

Written by Maria Della Lucia, University of Trento, Italy
Read Maria's letter to future generations of tourism researchers

Acknowledgements

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Della Lucia, M., & Trunfio M. (2018). The role of the private actor in cultural regeneration: hybridizing cultural heritage with creativity in the city. *Cities*, *82*, 35-44.

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31. HUMANISTIC TOURISM: BACK TO HUMANISM IN BUSINESS AND SOCIETY - Contributions by Maria Della Lucia

In searching for what "I don't know" about local development and regeneration I began to wonder what "I don't know" about what really moves organizations, territories, and institutions, all of which are simply communities of people. And then, I started to ask myself what it means to be human and what matters most to humanity. My actual question, in fact, was who I was, and what was important to me as a woman and a researcher. This is why I started re-framing the *new in the old* through the lens of *Humanistic Management*. Humanistic management is an *anthropocentric and values-based management approach* that has become a novel area of research, practice, policy, teaching, and education across all sectors: an alternative business and development approach that draws together the concepts of business ethics, conscious capitalism, cooperative capitalism, social business, social entrepreneurship, and sustainability. HM endeavours to change the current economic paradigm by moving from "mechanistic management" to the humanizing of business and to bring the spirit of humanism to economies and societies (Melé, 2016). It seeks profits for human ends (Melé, 2016) and values the unconditional *human dignity* of every human being (Spitzeck, 2011). Transformational leadership is crucial to values-based management and radically change the interplay between human beings, corporations, and society. Tourism offers significant opportunities for the practical application of humanistic management at the micro-meso-and-macro levels as tourism is a driver of economic development which reveals inherent paradoxes, vulnerabilities, and crises. For these reasons, since 2017, and thanks to fortunate encounters, I have redirected my research toward the relationship between *humanistic* and *tourism management* (Della Lucia & Giudici, 2021a), *humanistic management* and *sustainable tourism* (Della Lucia & Giudici, 2021b), and enhancing *higher education in tourism management* through HM (Della Lucia et al., 2021a).

The Humanistic Tourism difference and advantage

Humanistic Tourism (Della Lucia & Giudici, 2021a) is a novel notion positioned at the nexus between humanistic and tourism management based on sharing and implementing humanistic management principles – *dignity, ethics, and legitimacy*. Humanistic tourism is a business and development model that strives to establish a values-based disciplinary perspective on tourism management which emphasizes the *humanistic difference* and the *humanistic advantage* (Della Lucia et al., 2021c). *The humanistic difference* becomes apparent when humanistic tourism questions established perspectives – mainly inherited from economics, human resource management, and efficiency-driven management – in tourism management, and lays bare their inadequacies. The *humanistic advantage* involves explaining, analysing, and interpreting the importance of *human dignity and values*, topics that have so far received little attention in tourism management.

The urgent need for and contemporary relevance of human dignity and values in tourism management are starkly revealed by the injustice, inequality and lack of sustainability produced by capitalism-fuelled tourism and vice versa (Fletcher, 2011) and the vulnerabilities and crises of tourism which have been exacerbated by climate change, terrorist attacks, wars, and the COVID-19 pandemic (among others). The pandemic, in particular, has rekindled discussions around the future of tourism, in which the "old" and the "new" normal are interrogated (Brouder, 2020; Gössling et al., 2020; Hockings et al., 2020; Niewiadomski, 2020) as society seems readier to question and rectify. *Humanistic tourism* fits within the multidisciplinary thinking about the necessary root and branch transformation of tourism (Della Lucia et al., 2021a) that must now

begin. Its *difference and advantage* rely on human beings and their multifaced interactions. *Conviviality* (Illich, 1973) and *hapticity* (Pallasmaa, 1966) are fascinating notions in this regard. The former stands for the symbiosis that manifests when people gather for common and high purposes, including the re-building of the ways in which society and the economy work. The latter – which, in coordination chemistry, identifies the uninterrupted and contiguous series of atoms that coordinate a ligand to a metal centre – suggests that sensory interactions (which can, today, be virtual) and imagery may provide principles upon which to rebuild, and through which to experience. Imagery may be inspired by everyone and everything.

"*In the middle of a windswept wasteland full of discarded scrap metal lives a sad and lonely old man. In spite of his gloomy surroundings, he dreams every night of a lively forest full of trees, birds, and animals. When he finds a broken light fixture that looks like a flower, his imagination is sparked. He begins to build a tin forest, branch by branch, creature by creature. In time, real birds arrive, bearing seeds, and soon the artificial forest is taken over by living vines and animals until it looks just like the forest of the old man's dreams*". The "The Tin Forest" poetic fable (Ward & Anderson, 2013) encourages us to act in ways that encourage the emergence of a different world.

Dignity, responsibility, and sustainability: a humanist matter

Centred on the value of human life, the protection of human dignity and the promotion of well-being, Humanistic Tourism, while still aiming to generate economic prosperity, recalls the founding concepts of tourism sustainability. A critical exploration of the nexus between an *anthropocentric* and *values-based* perspective and an *ecosystemic* one is not only significant but also relevant and urgent, from both a theoretical and managerial viewpoint (Della Lucia & Giudici, 2021b). Indeed, many elements point towards the importance of exploring this interface. Dignity, People, Prosperity, Social Justice, Planet and Partnerships – are considered requirements for the achievement of the 2030 Agenda for Sustainable Development (UN, 2015). And SDG 8, that is aimed at achieving "sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all" (UN, 2015, p. 23), has incorporated the ILO's "decent work agenda with economic growth".

It is not, however, simply a matter of a decent work agenda (Winchenbach et al., 2019). Sustainable tourism is a matter of value-co creation for higher human ends (Della Lucia & Giudici, 2021c) – it is a matter of human beings and their multifaced interactions. Pirson and Lawrence's contribution (2010), which further developed the renewed Darwinian theory of human beings (Lawrence & Nohria, 2002), has been inspiring. "*Despite many popular misconceptions, humanism as a philosophic tradition, and utilitarian economism have very similar roots. Humanistic philosophy also takes the human individual as its starting point and emphasizes the human capacity of reasoning. In contrast to economism, however, humanism assumes that human nature is not entirely a given* (Pirson & Lawrence, 2010, p. 554) predetermined by its utility function, but a "*relational human being who materializes his/her freedom through value-based social interaction*". *Others* are means *and* ends for superior goals – financial, social, and environmental sustainability.

This perspective allows the interplay between *dignity*, *responsibility*, and *sustainability* to be understood as a humanist matter (Della Lucia & Giudici, 2021b). The combination of the three HM dimensions (dignity, ethics, and legitimacy) connects self-respect and morality (dignity) to mutual respect (ethics). It grounds, firstly, the legitimacy to act according to, and for, these purposes (transformational leadership and shared governance) and, secondly, corporate responsibility for individual, organizational, and systemic consequences (corporate social responsibility-CRS and sustainability) (Della Lucia & Giudici, 2021c). The recent shift towards integrating CRS into companies' value chains forms a strong link between business management and the Triple Bottom Line approach (Elkington, 1997). From this perspective, shared value creation (Porter & Kramer, 2011; Kramer & Pfitzer, 2016) becomes a humanist matter: stakeholders (people) are collectively taking responsibility for social progress while sustaining the costs of (social) transformation.

Enabling humans to flourish, adding value to society at large, and helping to alleviate social problems through business and economic activities are fundamental elements in this interplay. Sustainable tourism may contribute by leveraging processes of value creation that involve four avenues for change – human vs. human, human vs. nature, human vs. technology, and human vs. the economy (Della Lucia et al., 2021a).

Humanistic tourism higher education

"*Humanism assumes that human nature is not entirely a given, that it can be refined, through education and learning*" (Pirson & Lawrence, 2010, p. 554). Universities as cradles of innovative thinking and change at the highest academic level have a crucial role to play, building the capacity of tourism students (and future managers) to enhance their knowledge and their skills and thus become responsible stewards (Della Lucia & Giudici, 2021a). Sustainability and (corporate) social responsibility are increasingly part of university tourism programs (Boyle et al., 2015). Nevertheless, despite the acknowledged need to build (back) a better form of tourism (UNWTO, 2020), many educators and practitioners do not yet include humanistic management in tourism curricula (Della Lucia & Giudici, 2021b).

The Tourism Education Futures Initiative (TEFI)'s framework which was developed 15 years ago with the goal of reshaping tourism curricula according to a values-based perspective (Sheldon et al., 2008), allows space for the full integration of humanistic management into tourism education, such that students can learn to become critical thinkers, responsible citizens, and humanistic managers (Della Lucia et al., 2021a). By integrating HM, new pathways in learning processes can be identified and implemented, resulting in fresh outcomes and informing the transformational capacity to build. *What* is taught is crucial – introducing both managerially relevant and useful new content and addressing traditional ones from a new perspective. *Why* this is taught is equally important – to build the necessary competencies for becoming agents of positive change. Last but not least, *how* content is taught is integral to the whole transformation – by adopting multifaceted education strategies, delivered through dialogue-based methodologies and tools that engage the students. and experienced both in the traditional learning context (classroom) and third places.

Many limitations and barriers, on both the supply and the demand sides, have to be overcome when transitioning towards a more values-based education in tourism. These include the persistence of old paradigms and traditional staffing structures in universities; the frequent unavailability of the requisite time and capacities within faculties, and partnerships between them, to fully adopt a humanistic tourism approach; cross-cultural differences between students, people's hesitancy about participating in new learning formats, and a lack of openness, on the part of both students and faculty, to continuous training and self-questioning.

Open epilogue

Where does this conceptual and life journey take me? Take us? And, most importantly, what should I/we do next? When studying corporate social responsibility and sustainability and enhancing tourism education from the perspective of humanistic tourism, the complexity with which we are dealing needs to be remembered at all times. Individuals must actively participate in complex systems of interrelations, recognizing their interconnection with other people, the environment, and all living beings. Their search for both freedom and common welfare may create tensions between egoism and responsibility and between path dependence on the old paradigm and openness to new ones.

Written by Maria Della Lucia, University of Trento, Italy
Read Maria's letter to future generations of tourism researchers

Acknowledgements

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32. SOCIAL TOURISM - Contributions by Anya Diekmann

Since my first contact with tourism as a research area, back in the 1990s, its human dimension has always appealed to me. When I did my PhD on heritage site protection and tourism (my background is in heritage and archaeology), it was the use of terms such as 'overrun', 'hordes' and 'masses' that caught my attention. The tourist as an individual seemed not given much weight and was somehow denied a personal identity. Although there is of course the need for heritage protection and overtourism is a reality to be dealt with, I wanted to understand what people draw from travelling and visiting sites and places and whether there is a deeper meaning or societal role for tourism at all. The 1985 Tourism Bill of Rights and Tourist Code (UNWTO, 1985) insists on the 'human dimension of tourism'. It reiterates that tourism contributes to the social, economic, cultural and educational sectors of national societies and improves the international community (Higgins-Desboilles 2006: 1198). The human dimension, the social exchange (even if only with peer travellers) and the benefits of tourism for mental and physical health give tourism a societal significance. And this is what it makes it so worthy of academic study.

These aspects of tourism are often the principal interest of research in the field of social tourism and consequently it was that, rather than research in commercial tourism, that triggered my curiosity. My first encounter with social tourism was in 2008, when I learnt through a research project funded by ISTO (the International Organisation of Social Tourism – BITS at that time) that the working conditions and social protection of people working in the social tourism accommodation sector were better than those in the commercial tourism sector and how social tourism facilitated holiday participation.

An under-researched topic

While tourism research has looked into many different areas over the past 50 years, social tourism was not, until very recently, included in that growing corpus of knowledge. Few research projects have been dedicated to the field, and those that have been done have tended to be limited to definitions (Hunziker, 1957; Haulot, 1982; Jolin & Proulx, 2005; Minnaert, Maitland, & Miller, 2006) or to outlining provision in a particular country,or to its contribution to the social economy (Caire 2007). A turning point came when the sector itself saw the need for academic research to support it. Thus, a small increase in research in social tourism was sponsored by organisations such as the Family Holiday Association, ISTO, trade unions, local governments and even the European Commission with the preparatory action for CALYPSO in 2008.

I began by researching social tourism within Belgium in the late 2000s'. Shortly afterwards, I met – by chance or destiny – two of the most prominent researchers in social tourism: Scott McCabe and Lynn Minnaert. All three of us were acutely aware of the lack of research into social tourism, and even a total lack of awareness by the academic community. We started working together on the first comprehensive collection on social tourism research, later published under the title *Social Tourism in Europe* (McCabe, Minnaert & Diekmann, 2011). That was the beginning of a sustained collaboration. Social tourism as a field of research began to develop.

The social in social tourism

Definitions and concepts of social tourism were not clear and differed for the academic world and for the general public and differed also across countries. In a survey funded by the Belgian social tourism sector, of

178 people from various backgrounds and of a range of ages, only 34% had ever heard about social tourism (Diekmann & Bauthier, 2011). But even for those who had heard of social tourism, their perception of the concept ranged from exclusively helping the 'poor' through the provision of a holiday, to a certain type of accommodation, or tourism connected to the environment, or to social actions of the tourist (Diekmann & Bauthier, 2011). Discussions over the Trinet network[1] with over 3000 tourism experts throughout the world reflected the same confusion. That confusion was compounded when in the early 2010s the term was linked to migration, as 'social tourism' became in some countries a synonym for immigrants allegedly abusing social welfare systems in European countries (Wagner, 2018).

However, tourism with a social objective has been in existence since at least the 19th century, and it has developed in parallel to commercial tourism. Indeed, throughout Europe, various charities have recognised the benefits of holidays and of time spent in the natural environment, and have consequently organised, for instance, trips to the seaside or to the mountains for children. This led to numerous more formal initiatives, such as the *colonies de vacances* in France, which have offered combinations of sporting, leisure, and social activities for children whose parents could not afford holidays, as well as the creation of the Youth Hostel Association in Europe (Walton, 2013; Diekmann & Jolin, 2013). Most of these early initiatives still operate and indeed constitute the core of social tourism today.

Social tourism aims to include everybody in society, independent of their incomes, education, employment, religion, origin and so on (Diekmann & McCabe, 2017). While in the beginning the focus was on low-income groups, it is now understood more holistically, as expressed in the maxim 'Tourism for all'; social tourism is seen as 'tourism with an added moral value, of which the primary aim is to benefit either the host or the visitor in the tourism exchange' (Minnaert et al, 2006; cited in Diekmann & McCabe, 2017). Thus, today, the values of social tourism relate not only to the travellers but extends also to the host communities.

A myriad of systems

The difficulty in arriving at a clear definition was mainly due to the myriad of national systems for implementing support for holiday participation. The social tourism backed by governments is generally the responsibility not of the tourism ministry, but of the ministry for health or the family and so on. This made funding for research all the more difficult to obtain, which may partly explain why social tourism did not attract the interest of the academic world (with some exceptions of course).

Each country has its own systems to implement support for holiday participation. The diversity of systems and underlying values make social tourism difficult to understand. The target groups vary from one country to another, and the funding schemes differ: some governments provide direct support to individuals, while others support social tourism structures and still others use vouchers. In some countries but not others the commercial tourism sector provides accommodation for social tourism. Nevertheless, what all the systems have in common is the recognition of the right to a holiday. So, one of the first requirements of social tourism as a field of academic study was to provide a comprehensive analysis of the different systems at European level, and in particular the degree to which they have been able to include all members of societies (Diekmann & McCabe, 2011).

Tourism benefits and rights

Ironically, the clearer academic understanding of systems, policies and funding schemes brought with it threats to social tourism. In the last decade, many governments reviewed funding and claimed that existing

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1. https://tim.hawaii.edu/about-values-vision-mission-accreditation/trinet/

schemes were addressing the wrong target groups. Across Europe, people who should have benefited from social tourism did not necessarily have access to it any longer, for a number of reasons. For instance, in some countries the state-backed, unionised holiday voucher did not necessarily include unemployed and other marginalised members of society. Social tourism was on the verge of losing its distinction from commercial tourism, particularly in countries with a social tourism accommodation scheme (building subsidies); in others, such as the UK, social tourism was still struggling to receive any government support. Our research therefore shifted to understanding the benefits for the target groups. The aim was twofold: to contribute to research but also to provide the sector with arguments, and with empirical evidence of the benefits for holidaymakers. First of all, we needed to convince policymakers that holidays should not be seen simply as a luxury for the happy few but constitute a social right. Scott McCabe and I argued this in the paper 'The rights to tourism: reflections on social tourism and human rights'. The article analyses two interconnected issues: how to ensure that opportunities to participate in tourism exist for everyone in society, and whether access to opportunities can or should be considered a right (McCabe and Diekmann, 2015).

Having a break from daily life (and its problems) constitutes not only one of the key values of social tourism, but it contributes to the social, mental and physical wellbeing of all individuals and consequently to health. The current COVID-19 crisis has led to a sharp increase in the prevalence of mental health problems and that increase has been related by many to the drastic reduction in any form of mobility during the lockdowns implemented in many countries at the height of the pandemic but also to the longer-term restrictions on travel more generally, including holidays.

Quality of life and wellbeing

Well before the advent of COVID-19, together with Melanie K. Smith, we had looked into the effects of tourism on wellbeing. We analysed the various philosophical and psychological approaches and highlighted the definitional and research challenges. We suggested a spectrum and a model which outlines the relationship between various types of wellbeing, destinations and tourism experiences (Smith & Diekmann, 2017). In another chapter on social tourism and health (Diekmann & McCabe, 2017), we looked more specifically at the mental health issues, drawing on multidisciplinary literature. We concluded that research should seek to be integrative and cut across different social tourism segment groups. It is important for research ultimately to be able to inform policy development in health, social affairs and tourism; findings should be able to be transferred between policy areas, as this may well lead to a more integrated approach to social tourism (Diekmann & McCabe, 2017, p. 104).

With the research findings on tourism and health benefits in mind, my colleagues and I have begun to look for evidence of whether the same benefits apply to older people and maybe even work as a form of preventive 'medicine'. We still needed to understand how these benefits are generated, what type of practices and activities are associated with the benefits of holidays and whether they are age related. In a multidisciplinary research project (BEST) funded by the Wallonian government, we have collected data from over 4000 seniors in French speaking Belgium. The research shows that seniors give progressively higher scores for wellbeing as they get older, with a significant difference between the retired and the not-retired. Only a limited number of holiday practices were found to have a significant association with age. However, the results show a first transition at retirement with an increase in holiday participation, holiday duration and social activities and a threshold after 70 years onwards with the emergence of health constraints, as well as an increase of participation in organised holidays (Diekmann, Vincent & Bauthier, 2020). Moreover, the results indicate a positive association between frequency of holidays and wellbeing (Mélon, Agrigoroaei, Diekmann, & Luminet, 2018).

Again, as in previous social tourism research, the research was intended to support social tourism providers and policymakers and allow them to adapt their offers for seniors and consider the benefits as preventive policies for the elderly worth funding.

Moving forward

Thus, over the last decade, research in social tourism has expanded to include, for example, the psychological and physiological effects of tourism on consumers (Diekmann & McCabe, 2017). More and more researchers are now investing their time in looking into benefits for different target groups and studying the role of social tourism in societies more widely. The results have been compiled in books such as the *Handbook of Social Tourism* (Diekmann & McCabe, 2020) and *Social Tourism: Global challenges and approaches* (Lima & Eusebio, 2021), as well as special issues of journals (Diekmann, McCabe & Ferreira, 2018 and *Annals of Tourism Research* curated collection on social tourism, 2020).

Social tourism evolves with changing needs and new challenges, notably climate change and the ever-increasing inequalities within and between societies, with consequences for access to holidays (Diekmann & McCabe, 2020). The coming years will bring new challenges, but new research will hopefully lead to an expansion of inclusion and holiday participation for all. And I'm grateful to be able to contribute to it together with my colleagues.

Written by Anya Diekmann, Université libre de Bruxelles, Belgium
Read Anya's letter to future generations of tourism researchers

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33. RACIAL AND SOCIAL JUSTICE THROUGH THE BLACK TRAVEL MOVEMENT - Contributions by Alana Dillette with Stefanie Benjamin

As I sit down to write this piece, I find myself questioning whether I even have the 'right' to write what my contribution to knowledge has been in my 5 short years as a member of the academy. Have I published enough papers? Presented at enough conferences? Is my name known "well" enough within the academy? I pause. These thoughts are exactly the reason I will continue writing. To break this pattern...to let it be known that 'contributing' should not be measured by how much or how long, but that we all play a role in the advancement of our society and our field, no matter how large or how small.

In short, I would say that my most significant contribution to date has been interweaving the current global fight for racial justice into the throws of tourism education and scholarship. By no means have I done this alone. Throughout this reflection – you will learn of my collaborators and the importance of those relationships in advancing this area of tourism scholarship. When I began my career as a tourism scholar, this was not the path I expected to take. Like many of us, I was predominantly educated with the colonized mindset that I must quantitatively explore research problems using, quote, "rigorous methods". By and large, I was taught not to question the system, but to work within it.

However, on the cusp of graduating during the Summer of 2016, a hike up a mountain at a tourism conference in Colorado would completely change my trajectory. Insert Dr. Stefanie Benjamin, the woman who would become my dear friend and scholarly partner in crime. In between our gasps for breath in the high-altitude air, Stefanie & I got to talking. At first, just the usual, getting to understand each other's background – she had just begun a tenure-track position at the University of Tennessee, and I was on the cusp of starting one at San Diego State University. Once we got past these casualties, we got to talking about the current state of the world and the extraordinarily heightened emotions surrounding racial justice at the time. To give this moment some context, the Summer of 2016 followed years of Black men and women being brutally killed (many times caught on camera) by the hands of police.

Amadou Diallo.

Manuel Loggins Jr.

Ronald Madison

Kendra James

Sean Bell

Eric Garner

Michael Brown

Alton Sterling

… *just to name a few.*

As a Black woman, who, at the time, was living in the (formerly) Jim Crow south state of Alabama – constant news of these brutalities was disheartening, maddening and downright frightening. Although not Black, Stefanie, a White Jewish woman, also living in the South, shared the same anger and disgust about these instances. We bonded over this fact and once past the initial connector of this emotion – we both asked ourselves, why is this not being discussed more in our discipline?

This is the question that sparked and subsequently led to what would drive the next five years of my life as an early career academic – Black travel, a moment, or a movement?

As a researcher, thus far, my scholarship has predominantly drawn on the use of critical race theory to dissect and understand the inequities still existent in travel for marginalized people within the BIPOC (Black, Indigenous and People of Color) community. More specifically, my research has focused on drawing a sturdy bridge between academic research and industry practitioners within the Black Travel Movement (BTM). In fact, I might even venture to say this has been one of the most valuable outputs of my work, especially recently.

Following our discussion in 2016 – Stefanie & I got to work. We decided our first piece should venture to understand the ways in which the Black community was expressing their travel experiences on the popular social media platform, Twitter. At the time, this approach to collecting data was somewhat novel, but nonetheless insightful. We delved into the world of 'Black Twitter' to uncover the stories behind the hashtag #TravelingWhileBlack (see Dillette, Benjamin & Carpenter, 2019). Along the way, we invited Chelsea Carpenter, University of Tennessee undergraduate student who provided invaluable insights from a different generation (Generation Z) and a different eye to our thematic coding and analysis. Results from this work revealed significant systemic issues with racism and cultural misunderstandings being experienced by current day Black travellers. Unbeknownst to us at the time, this paper would later go on to be recognized at one of our premier tourism conferences – the Travel & Tourism Research Association (TTRA) as 'best paper', a recognition rarely given to qualitative and racial work up to this point. One that allowed our work to be seen by audiences that may have otherwise not paid attention.

If this were a movie, this would be the turning point at which the dominoes began to continue falling into place, one by one. After this recognition, we sought to take this work a step further and connect directly with the Black travel community as opposed to speaking for them. Reflexively, we both realized the positions of privilege we sat in – Stefanie, an educated, White cis-gendered woman, and myself, an educated, Black, but light-skinned cis-gendered woman. We understood how these characteristics got us access to places and spaces others may not have so easily gained entry into (see Dillette & Benjamin, 2020).

Our work, from this point on, focused on authentically gathering and amplifying the voices and stories of the Black Travel Movement. We did this by simply reaching out to the founders of various BIPOC focused travel organizations for interviews. Through this, both Stefanie & I got opportunities to support an organization on the ground, in the flesh. Stefanie as a volunteer along with some of her students at the 2019 Audacity Festival – a festival for travellers of color and allies, and myself in 2018 on a Traveling Black trip to Ghana with a Black travel group based out of Oakland, California. In this way, our work moved beyond the pages of an academic manuscript and morphed into real relationships and connections with the people whose stories we were sharing. This, I believe, is what makes our work and contribution to the discipline important. From these partnerships, continued work emerged.

By writing herself, woman will return to the body which has been more than confiscated from her. Censor the body and you censor breath and speech at the same time. Write yourself. Your body must be heard.

Helene Cixous, The Laugh of the Medusa

I write to understand as much as to be understood. – Elie Wiesel

pause
sense
discern

In 2020, I ventured along this path solo to tell the story of the Black roots tourism trip to Ghana (see Dillette, 2021) along with highlighting the importance and development of Black travel tribes for a tourism book in 2021 (see Dillette, 2021). Forthcoming in 2022, I also worked on an auto-ethnography that unpacks the nuances of Black bi-racial and bi-cultural identity through roots travel (see forthcoming – Dillette, 2022).

In collaboration, Stefanie and I continued this work through an innovative paper published in *Annals of Tourism Research* using a collective storytelling method (see Benjamin & Dillette, 2021) along with a paper in the *Journal of Travel Research* analyzing whether Black travel can be a catalyst for social change (see Dillette & Benjamin, 2021). Unequivocally, the answer was yes. What we found throughout both these published works, in addition to current ongoing work, is that travel, and in this case Black travel, moves far beyond the confines of tourism as purely a leisure pursuit, but into the realm of activating meaningful equitable change within social justice movements.

In the past, the mere act of movement amongst Black people in the United States was a mechanism for freedom. Today, though much beyond the confines of Jim Crow segregation – we find that travel continues to provide this platform for freedom of historically marginalized and oppressed BIPOC. This is the meaning of the work. Additionally, with the recent societal pause due to the COVID-19 pandemic, alongside the global uprising against police brutality and racial injustice during the Summer of 2020 – this work is certainly nowhere near over. In many ways, I wish this was not the case, but so it is. Leading up to 2020 – which also happened to be my 4th year on the tenure-track, my work in this space was really just beginning to take hold. I was hopeful to continue the partnerships we had begun the previous Summer, but unsure of what that next step may look like. Que a global pandemic and a global racial justice movement, and all of a sudden, the groundwork we had laid became extremely relevant. This is when the sturdy bridge between industry and academia, that I mentioned earlier, began to take form. Today, I am proud to share

that this work has moved well beyond the confines of academic publications into mainstream travel media publications like *AFAR media,* podcasts like the Trip Doctor and Inside Events and in collaborative academic-industry research partnerships that have led to major accomplishments.

Our work as Co-Directors of Tourism RESET (a multi-university and interdisciplinary research and outreach initiative that seeks to identify, study, and challenge patterns of social inequity in the tourism industry) helped us curate essential projects through partnerships with NOMADNESS Travel Tribe and the Black Travel Alliance. Through these collaborations, we helped to contribute to the first ever History Of Black Travel guide with the Black Travel Alliance and the first BIPOC Travel Consensus with Nomadness Travel Tribe. These relationships were fostered through years of rapport, trust, and our scholastic reputation as a pair of academics whose passion and perseverance toward social equity was becoming well-known. Under the umbrella of Tourism RESET numerous opportunities to present, lead workshops, and facilitate difficult dialogue has helped us infiltrate spaces that were previously closed off.

As I write this – I am affirmed to the fact that this work is truly just beginning, but this does not make the contribution thus far any less important. It has been a truly enriching journey and I have many mentors and peers to thank for support and encouragement along the way. If nothing else, what I hope you take away from this is to follow your deepest passion and plant your seeds there. Though the timing may be unknown, they will begin the sprout if you continue to water them.

Written by Alana Dillette, San Diego State University, United States
Read Alana's letter to future generations of tourism researchers

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34. SUSTAINABLE TOURISM - Contributions by Rachel Dodds

Even before I started my career in academia, I have worked to try to make the tourism industry more sustainable. It is for these reasons that my aim has always been to do practical, applied research that is relevant to the stakeholders in industry and communities rather than just solely for the gain of academic publication. I aim to provide information that will help make change, whether it be for policy makers, communities, or businesses.

Not all my work has been marvellous and not all of my work has resulted in the changes I hoped for. Not all of my work that I spent the most time on has been the most widely cited either. What I am most proud of, is the work that has resulted in change, and it will be these insights that I share with you.

I first started examining how policy is much more difficult to implement than we may think. There are relatively few studies of actual policy implementation or solutions as most work is prescriptive. I am proud that my PhD work in both Spain and Malta (Dodds, 2007 a & b) was used to inform future tourism development policies in those destinations. Although my work in Spain; Dodds (2007b) has also been widely cited, I am most proud that it was rewritten for the UNWTO to help inform policy makers and is still being used today as an example of the need for a multi-stakeholder approach. I have since done a number of studies for a variety of stakeholders in Canada (Dodds, 2012; Dodds & Ko, 2012; Dodds, 2020) and Norway (Aall, Dodds, Sælensminde & Brendehaug, 2015) and a book written with my colleague (Graci & Dodds, 2010) that is still being used to inform sustainability in island policy.

I then realised that businesses sometimes need real evidence, not just policy, in order to shift behaviour or make change. Font & McCabe (2017), Font, Elgammal & Lamond (2017), Juvan & Dolnicar (2014) and others have done much work in these areas which has helped not only shift behaviour but change beliefs. In Thailand research with tourists about their willingness to pay a conservation tax (Dodds, 2013; Dodds, Graci & Holmes, 2010), helped business on Koh Phi Phi island in Thailand implement the tax which helped fund many initiatives. I love working with industry groups as well as businesses to assess how they could, or couldn't become more sustainable and there have been some rewarding positive changes from this work. Both Canada and New Zealand made some industry shifts in sustainability practices within their wine industries (Berghoef & Dodds, 2011; Dodds, Graci, Ko & Walker, 2013) and the hotel sector saw how they could reap competitive advantage through sustainability practices that often were low hanging fruit that just needed to be highlighted in order to be taken advantage of (Walsh & Dodds, 2017). On a larger scale, business globally has to recognize the opportunity to look more responsible by realising their decisions on business travel can impact sustainability behaviour on a personal level (Walsh, Dodds, Priskin, Day & Belozerova, 2021).

I also realised that sometimes people need to be shown the way towards more sustainable behaviour. People behave in the ways that they are comfortable and businesses often do things the same way they have in the past so offering a solution which benefits everyone often needs to be proven. One of my favourite studies (and also the hardest to actually do) was an experimental study done which offered three different types of festival t-shirts to festival goers determine what would influence more sustainable choices. Results showed that when given the choice, consumers chose Canadian made t-shirts over the cheap and cheerful version but that the festival made more profit when they offered organic, Fair Trade t-shirts. What may not only be better for the planet can also be better for the festival financially (Dodds, Jenkins, Smith, & Pitts, 2019).

I often come full circle in my research because I realise humans do not often want to tackle the insurmountable problems. For example, overtourism is a concern which is quickly turning into an

unstoppable wave. Overtourism became a buzzword around 2016 but the issues of crowding, inequity, resident resentment, and unsustainable development were around long before that. In recent years, however, there have been many enablers of overtourism which have aggregated the negative issues of tourism including the increase of low-cost airlines, social media (or instagrammable tourism), increased middle class and lack of equal power by stakeholders (Dodds & Butler, 2019a). The phenomena of overtourism (Dodds & Butler, 2019b) have highlighted, and not to everyone's appreciation, that unless political will shifts and we move beyond solely profit and growth, the problems will only increase.

There is always more to do although I have not contributed much to theoretical debate or statistical modelling, I do truly believe that we make the most impact when we make a somehow make the world a better place and hope you will too.

Written by Rachel Dodds, Ryerson University, Canada
[Read Rachel's letter to future generations of tourism researchers](#)

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35. ENVIRONMENTALLY SUSTAINABLE TOURISM - Contributions by Sara Dolnicar

Environmental sustainability has always been an issue close to my heart. Throughout my career I have made several attempts at contributing to this field. Much of my early work was descriptive, focusing primarily on gaining insights rather than creating change. Then came the realisation that, ultimately, I want my research to translate into real change – a measurable improvement of the environmental sustainability of the tourism industry. This insight required a complete reorientation of my research. I had to use social science theory to develop smart interventions that had the potential to change tourist behaviour. I had to find a way to objectively measure the behaviour of tourists to avoid self-reporting bias (Karlsson & Dolnicar, 2016). And I had to test the interventions using field experiments to be able to conclude with certainty whether they had the intended effect on behavioural change (Rossiter, 2001, 2002; Viglia & Dolnicar, 2020).

Research of this nature takes a lot more time and effort, and inevitably comes with failures – because not every intervention works. However, the research program aimed at enticing consumers to cause as little harm as possible while in pursuit of enjoyment has been, without any doubt, the most satisfying and rewarding of my career so far. As of today, I believe that the following of my contributions to this field have been most noteworthy:

The insight that even people with high pro-environmental values forgive themselves for not behaving in environmentally sustainable ways when they are on vacation

Most people care about environmental sustainability. It is reasonable to assume, therefore, that consumers would behave in the most environmentally sustainable ways across all consumption contexts. Unfortunately, this is not the case. A milestone study implemented by my PhD student Emil Juvan (Juvan & Dolnicar, 2014) demonstrated that even people who have exceptionally strong pro-environmental values – manifesting in their volunteering for environmental organisations – give themselves permission to behave in environmentally unsustainable ways when on vacation. Fully aware of the negative environmental consequences of travel and vacations, they adjust their beliefs to relieve the tension they feel about behaving in ways that do not align with their values. They use justifications – excuses – to make themselves feel better about this misalignment. Justifications include that they are still more environmentally friendly than other tourists, that they have no option but to travel, and that their behaviour in their daily lives is so environmentally friendly that they deserve to let themselves go a little bit when on vacation. The insight that even people with highly pro-environmental values give themselves absolution in hedonic – enjoyment-focused – behavioural contexts is critically important. It means that hedonic contexts are systematically different – they require fundamentally different interventions to trigger pro-environmental behaviour.

The insight that traditional messages targeting pro-environmental beliefs are not very effective in hedonic contexts such as tourism

The traditional path to changing peoples' behaviour is to change their beliefs. Changing beliefs is firmly grounded in dominant theories of human behaviour, such as the theory of planned behaviour (Ajzen, 1985),

and stands at the core of most (social) advertising campaigns. Yet, despite many tourism businesses and destinations relying heavily on the use of communication messages when attempting to make tourists choose more sustainable behavioural options, there is little evidence that this approach is effective. A study using stickers located at the exact points where people made a choice of behaving in an environmentally friendly way or not, for example, did not achieve the expected results (Dolnicar, Knežević Cvelbar & Grün, 2017). In a study that successfully increased the voluntary opt-out rate from daily (unnecessary) hotel room cleaning, providing information to hotel guests about the negative environmental consequences of every unnecessary daily room clean, along with the information that it was in their control to avoid this negative impact by waiving the room clean, had no additional effect. The environmental information did not further increase the rate of opting out. The failure of belief-based behaviour modification strategies in hedonic behavioural contexts is a key insight, calling for new theory to be developed that accounts for these systematic differences compared to people's everyday behaviour contexts (Dolnicar & Grün, 2009). It appears that people's desire for enjoyment overrides the everyday mechanisms that drive their behaviour. It also means that we need to develop different practical approaches to change their behaviour. It should be noted, however, that well-designed information provision can have an impact on making tourists behave more sustainably, as León and Araña (2020) demonstrate in their study on towel and linen reuse in hotels.

Nudging (Sunstein & Thaler, 2008; Sunstein, 2014) is an obvious choice because it does not rely on people changing beliefs, but rather alters infrastructure to make the desired behaviour the easiest behavioural option to display. Nudging approaches have proven exceptionally effective in making tourists behave in more environmentally sustainable ways. Reducing plate size at hotel breakfast buffets, for example, reduces plate waste by one fifth (Kallbekken & Sælen, 2013). Changing the default from automatic daily hotel room cleaning to free cleaning on demand, reduces room cleaning by nearly two thirds (Knežević Cvelbar, Grün & Dolnicar, 2021). And replacing thick cotton serviettes at breakfast tables with recycled paper serviettes – with the option to pick up a cotton serviette from the buffet – reduces the use of less environmentally friendly cotton serviettes by 95% (Dolnicar, Knežević Cvelbar, Grün, 2019a). All these interventions save hotels money without limiting the choices of hotel guests, thus do not negatively affect guest satisfaction.

The development of practical measures proven to increase environmentally sustainable behaviour among tourists

We have developed several measures to entice tourists to behave in more environmentally friendly ways without causing additional cost to tourism service providers and without expecting tourists to compromise on their vacation enjoyment. Some of our interventions were ineffective (and therefore impossible to publish, unfortunately). Others have been highly effective. For example, offering hotel guests to share the savings from not cleaning a hotel room reduced room cleaning by 42% (Dolnicar, Knežević Cvelbar & Grün, 2019b). Changing the default from automatic room cleaning with the option to opt out via a door handle sign, to daily room cleaning upon demand only (but at no extra cost), reduced room cleaning by 63% (Knežević Cvelbar, Grün & Dolnicar, 2020).

My personal favourite among the interventions we have tested was a stamp collection game for families. The aim of the game was to reduce plate waste, which is substantial in tourism and has significant negative environmental consequences (Juvan, Grün & Dolnicar, 2018; Dolnicar & Juvan, 2019). For every day that families left no plate waste behind at the dinner buffet, they received a stamp. At checkout, they could redeem the completed stamp collection booklet for a little prize. Plate waste among families dropped by more than a third as a result (Dolnicar, Juvan & Grün, 2020). Food is increasingly acknowledged as a key factor that can and should be leveraged to make tourism more environmentally sustainable (Bertella, 2020). Future interventions should focus not only on reducing waste, but also on enticing consumers to increase their intake of vegetarian foods.

A framework for the development of future interventions

There is an increasing understanding that tourism needs to be proactively managed to be sustainable (Vogt, Andereck & Pham, 2020; Koens, Smit & Melissen, 2021; Bertella, Lupini, Romanelli & Font, 2021; Scuttari, Pechlaner & Erschbamer, 2021; Mihalic, 2020). To date, only a small number of practical measures (interventions) have been developed and proven effective in field experiments in changing tourist behaviour to be more environmentally sustainable (see Dolnicar, 2020). Many more such interventions are urgently needed to speed up the greening of the tourism industry. In my paper titled "*Designing for more environmentally friendly tourism*" (Dolnicar, 2020) I have offered a guide on how to approach this challenge, hopefully offering tangible guidance to other academic researchers as well as tourism businesses interested in reducing their environmental footprint. My research group and I will most certainly continue our endeavours to develop new, innovative and creative ways to entice tourists to behave in more environmentally sustainable ways without having to sacrifice their vacation enjoyment.

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Written by Sara Dolnicar, University of Queensland, Australia
[Read Sara's letter to future generations of tourism researchers](#)

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36. DATA-DRIVEN MARKET SEGMENTATION ANALYSIS - Contributions by Sara Dolnicar

For 20 years, since the beginning of my PhD under the supervision of the legendary Josef Mazanec (Dolnicar, 2014) at the Vienna University of Economics and Business, I have studied market segmentation methodology. I was often asked why I was so interested in market segmentation methodology and why I felt my work mattered. It matters because market segmentation analysis – and the data analytic methods used in market segmentation analysis – are heavily relied upon by tourism industry to gain market insights and by academic tourism researchers to develop theoretical knowledge (Dolnicar, 2004). A review by Zins (2008) suggests that about five percent of academic articles published in tourism utilise market segmentation in some way (e.g., most recently Mauri & Nava, 2021; and the role of segmentation in choice modelling, Kemperman, 2021). When broadening the review scope to methods of data analysis (rather than merely the creation of market segments as the outcome of the study) this proportion increases further: ten percent of studies published in tourism journals use cluster analysis (Mazanec, Ring, Stangl & Teichmann 2010). Uptake of market segmentation in industry is also high, with most national and tourism organisations specifying the target segments they focus their efforts on.

Because of the wide uptake of market segmentation in tourism industry and academia, any weakness in market segmentation methodology translates directly into a suboptimal market segmentation solution used as the basis for marketing action by the tourism industry or incorrect conclusions by academic researchers using segmentation methods to push the boundaries of theoretical knowledge. Preventing incorrect conclusions motivated my colleagues – most notably Bettina Grün and Friedrich Leisch – and I to work on improving market segmentation methods for two decades, culminating ultimately in our book titled "*Market Segmentation Analysis: Understanding It, Doing It, and Making It Useful*" (Dolnicar, Grün & Leisch, 2018; freely accessible at https://link.springer.com/book/10.1007/978-981-10-8818-6) and the free Massive Open Online Course (MOOC) on market segmentation analysis accompanying the book (https://www.edx.org/course/market-segmentation).

What do we view as our most important contributions?

Offering the first sample-size recommendation

Running a posteriori (Mazanec, 2000), post-hoc (Myers & Tauber, 1977) or data-driven (Dolnicar, 2004) segmentation studies with a large number of segmentation variables (such as 30 vacation activities or 25 benefits sought) but only a small sample size leads – unbeknownst to the user of the segmentation solution – to random segments that are meaningless at best and dangerous at worst. Because a sample size recommendation was historically not available, many segmentation studies in tourism and beyond worked with too small samples but were unaware of the consequences because they only calculated one segmentation solution. Having a sample size recommendation available improves the quality of market segmentation studies because it helps data analysts avoid random solutions.

We developed the first such recommendation (Dolnicar, Grün, Leisch & Schmidt, 2014) from simulation studies with artificial data of known structure. The recommendation is relative to the number of segmentation variables: for each segmentation variable (e.g., each vacation activity, or benefit sought) used in the analysis, a minimum of 70 data points (e.g., survey respondents) are necessary. In a second simulation study we pushed the boundaries of sample size requirements by simulating empirical data

sets containing specific features, such as correlated segmentation variables, that complicated the task of correctly identifying existing market segments in the data (Dolnicar, Grün & Leisch, 2016). The result was an updated sample size recommendation of 100 data points per segmentation variable used. If a data-driven segmentation analysis uses 20 segmentation variables, the minimum sample requirement is 2000. Complying with this sample size recommendation protects data analysts from random solutions for structured data sets and alerts them to random solutions for unstructured data sets.

Approaches to determine the optimal number of market segments

One of the key decisions a data analyst makes when running data-driven market segmentation analysis is to select how many market segments to generate. This is a major decision because it determines the nature of the resulting segments. We identified optimal statistical criteria for the selection of the number of clusters in binary data sets (Dimitriadou, Dolnicar & Weingessel, 2002). We later realised, however, that the best criterion for selecting the number of segments to extract is the stability of the segmentation solution: if the calculation is repeated, do the same segments emerge? The issue of making segmentation solutions more reliable (see next section) and selecting the optimal number of clusters, therefore, are intrinsically linked issues that can only be addressed synchronously.

Approaches to making market segmentation solutions more reliable

We developed a technique that uses the stability of results from repeated calculations of segmentation analysis using bootstrap samples to determine: (1) whether data contain naturally occurring market segments, structure other than segment structure, or no structure at all; and (2) how many segments should be extracted from data (Dolnicar & Leisch, 2010, 2017). Critically, we showed that different data structures require different conceptual approaches to market segmentation. In the case of segment structure, the segmentation task involves revealing naturally existing clusters (*natural segmentation*). If the data are structured but contain no segments, the structure can still be leveraged to arrive at relatively stable segmentation solutions across repetitions, permitting *reproducible segmentation*. If the data are unstructured entirely, the only option is *constructive segmentation*: data analyst and user must jointly select one of many artificially created segmentation solutions.

In practice, this re-conceptualisation of market segmentation has profound implications: with natural segments rarely present in consumer data, segmentation solutions cannot be derived solely from statistical analysis, but rather require substantial user input. This is critical in the common case of constructive segmentation, where data analyst and manager must select one of many thousand legitimate consumer groupings as the basis for their segmentation strategy. Using the technique we developed, data analysts can determine the correct approach to market segmentation – natural, reproducible, or constructive – for their data. The analysis of stability of market segmentation can be conducted at the segment solution level (Dolnicar & Leisch, 2010) or at the segment level (Dolnicar & Leisch, 2017).

The significance of this piece of work lies in the fact that it is the first conceptual framework that acknowledges that natural clusters rarely exist in empirical consumer data, suggests a typology of segmentation approaches and offers an analytic tool that helps data analysts to determine which of those types of approaches are available to them given the structure of their empirical data.

Improving interpretation of market segmentation solutions

Results from data-driven market segmentation analyses are typically presented in large tables with

interpretation requiring pairwise comparison of hundreds of numbers. For this reason, managers and practitioners generally struggle to interpret them. We developed a suite of graphical statistics methods that allow managers to efficiently compare market segmentation solutions, grasp key features of each segment, and assess segment distinctiveness (Dolnicar & Leisch, 2013). Our eye-tracking research (Babakhani, Leisch & Dolnicar, 2019) demonstrates that these new graphical visualisations significantly reduce the cognitive effort required to interpret segmentation solutions and increase correctness of interpretations. High-quality graphical statistics will, in the future, enable market segmentation analysis of continuous streams of data generated in real time.
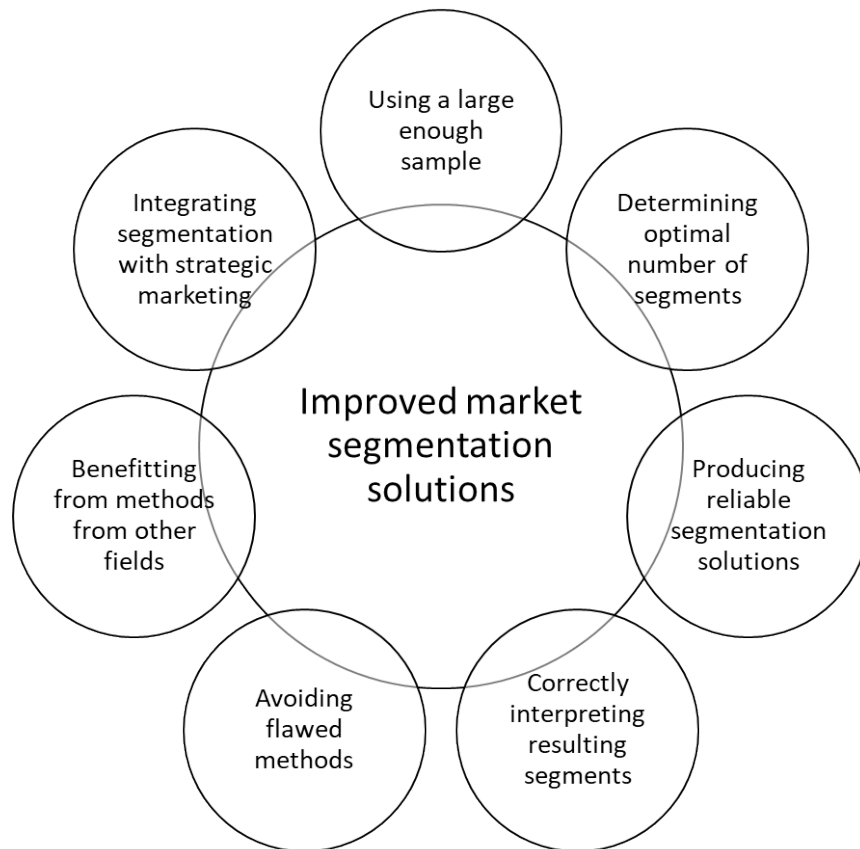
Figure 1. Sara Dolnicar and her team's contribution to improving the quality of market segmentation solutions.

Raising concerns about commonly used segmentation algorithms in tourism research

An approach commonly used in tourism segmentation studies is factor cluster analysis. In factor cluster analysis, raw data is first factor analysed and resulting factors are used as input for cluster analysis. Despite conceptual concerns having been raised about the suboptimality of factor-cluster analysis (Sheppard, 1996), factor cluster analysis was – and sadly still is – routinely used in tourism research. In an extensive simulation study with artificial data sets mirroring typical tourism data sets, we proved that factor analysing items before constructing segments usually leads to inferior results compared to using raw data directly, and never outperforms analyses using raw data (Dolnicar & Grün 2008). Even in cases where the artificial data is generated using a factor model (giving factor cluster analysis a huge advantage), factor cluster analysis fails to outperform clustering raw data directly.

Introducing analytic technique from other fields of research

Over the years, we have tested a range of analytical approaches used in other fields to assess whether they offer improvements over commonly used algorithms in tourism. Most notably, we introduced two neural network methods to segmentation analysis.

Bagged clustering (Dolnicar & Leisch, 2000; 2003; 2004) is an ensemble method which first runs many repeated cluster analyses using a partitioning algorithm (able to handle large sample sizes), then it discards the original data and calculates a hierarchical cluster analysis with the centroid resulting from the first set of calculations. This process substantially increases the stability of results, thus improving the reliability of segmentation solutions and their credibility as a basis for developing marketing plans in organisations.

Biclustering (Dolnicar, Kaiser, Lazarevski & Leisch, 2012) simultaneously groups individuals and selects variables without discarding the variables before or during the analysis. This elegant approach, previously used only in the analysis of genetic data, enables marketing researchers to run segmentation analysis without having to decide in advance which items to include in the analysis. In so doing, two mistakes are avoided: the exclusion of relevant variables before segmentation analysis and the overestimation of included variables which in fact contribute very little to the segmentation solution.

Integrating market segmentation with other strategic marketing instruments

Market segmentation goes hand in hand with the positioning of an organisation and its competitive situation. To find an optimal overall marketing strategy, these three aspects need to be analysed simultaneously. Yet the standard approach in marketing planning is sequential, precluding identification of a global optimum. I contributed to the development of *perceptions-based market segmentation*, a non-parametric simultaneous analysis of segmentation, positioning and competition which prevents sequence errors (Dolnicar, Grabler & Mazanec 1999; Buchta, Mazanec & Strasser 2000; Buchta, Dolnicar & Reutterer 2000).

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Read Sara's letter to future generations of tourism researchers

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37. TOURISM DESTINATION IMAGE - Contributions by Statia Elliot

To walk in another's shoes

stroll far streets

hear music and language

feel climate

shop, eat, worship

experience another world

and discover me.

I wrote this poem while working on my PhD, living for a year in Hill's View Villa, Seoul. Born and raised in Canada, to be surrounded by a foreign culture and immersed in image theory, inspired my thesis, *A Comparative Analysis of Tourism Destination Image and Product-Country Image* (Elliot, 2007). My goal was to advance place image theory through research that combined knowledge from the two fields of marketing that dealt most extensively with place image: Tourism Destination Image (TDI) – the effects of beliefs, ideas, and impressions that a person has of a destination; and Product-Country Image (PCI) – the effects of "place" image on buyer attitudes toward products from various origins. Although the focus of both fields is the influence of place image on consumer behaviour, each had developed independently of the other, and notwithstanding their common object of interest, there had been no systematic research that fully combined the two perspectives. I set out to undertake the first ever in-depth cross-fertilization of ideas between these two significant fields of research, to break down silos.

Developing the first integrated model of place image

To explore relationships between cognitive and affective dimensions of place, and tourism and product beliefs and behaviours, I developed a theoretical model by merging research and knowledge from both tourism and product-country fields. The resulting *Integrated Model of Place Image* (IMPI) incorporates a mix of TDI and PCI image measures, comprising eight constructs and 26 variables, as a framework for the analysis of any place of interest (Figure 1).

I first tested my IMPI model using consumer survey data from South Korea to compare image measures of two countries, the U.S. and Japan (Elliot, Papadopoulos & Kim, 2011), further expanded (Elliot & Papadopoulos, 2016) with data from Canada and two more target countries, in a 2×4 analysis using Structural Equation Modeling. The results revealed that cognitive country image had greater influence on product factors, affective country image had greater influence on destination factors, and familiarity only influenced product beliefs and behaviours. Of greatest interest to me, consumer beliefs exhibited a strong cross-over effect, particularly in the direction from product beliefs to destination receptivity. In other words, a consumer who is familiar with a country's products and positively evaluates that country's products will be more receptive to the idea of travelling there. The influence of destination beliefs on receptivity to a country's products, though weaker, was also evident. The study not only revealed *how* the general country, product, and tourism components of country images were related, but also *what* image emerged for each

country. For example, Canada's natural beauty and good-natured people stood out, combined with high consumer evaluations for positive attributes, such as safe and trustworthy, to form an image of a true, strong, and free country – though free of products it might seem. While associations to Canada's abundant natural resources were strong, there was a lack of knowledge of Canadian products, and relatively low evaluations for built tourism (e.g., accommodations).
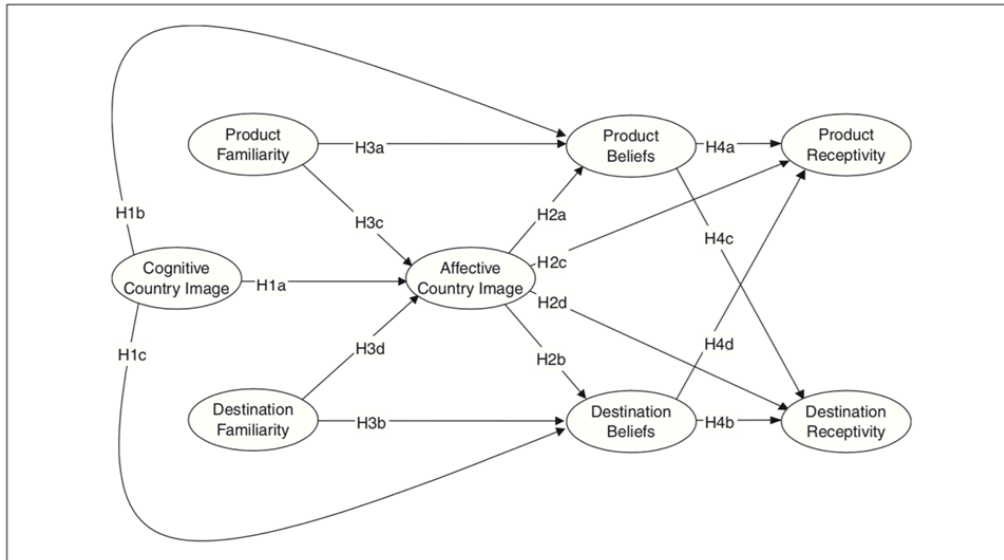
Figure 1. Integrated Model of Place Image (Elliot et al, 2011) bridging TDI and PCI.

The uniqueness of each country was further supported in a related study of Australia's image from the perspective of Canadians and South Koreans (Elliot, Papadopoulos & Szamosi, 2013). For Australia, it is the kangaroo, Sydney, and the Australian people that combine with high consumer evaluations for pleasant, ideal, friendly, and appealing scenery attributes to form an image of a strong tourism destination. Australia's affective measures (e.g., pleasant) were rated higher than the cognitive measures (e.g., technology), and its Destination Beliefs (e.g., scenery) were higher than its Product Beliefs (e.g., innovativeness). The cross-country assessment of the IMPI in this study generally supported the main postulates of past research that country image influences beliefs, which influence receptivity. It also supported the significant influence of Affective Country Image directly on Product and Destination Receptivity – while at the same time there were key differences in the paths on the product and tourism sides. Unlike the first application of the IMPI to the USA and Japan (Elliot et al., 2011) which found the product paths to be stronger than the tourism paths, the findings of the Australia study found the tourism paths to have greater influence. Moreover, the cross-over effect, a key strength of IMPI testing, was influential from Product Beliefs to Destination Receptivity but not from Destination Beliefs to Product Receptivity for the USA and Japan – yet the results for Australia were the contrary, with influence from Destination Beliefs to Product Receptivity and not the reverse. These differences indicate that the IMPI relationships are driven by the individual strengths and weakness of each country and suggest that consideration of both a country's tourism and product images is necessary to advance the overall effectiveness of place branding.

Identifying an "ambassador effect" across products and destinations

In 2017, De Nicso, Papadopoulos and Elliot further extended place image research, finding the presence of an "ambassador effect" that had not been studied in TDI or PCI research: a satisfied international tourist who may be both an enhanced consumer but also, once back at his or her place of origin, a "welcome ambassador" not only for the tourism industry of a place but also for the place's products. Products are

routinely exported for consumers to build familiarity toward a country through goods that are available to consume without venturing away from home. The study was the first to assess how visiting experience affects post-visit consumption intentions towards the country's products. Notably, product beliefs also affected destination beliefs, as tourists familiar with the country's products use product beliefs to infer evaluations of it as a tourism destination, reinforcing their post-visit behavioural intentions. This important finding extends to the tourism realm the "summary" model explanation (Han, 1989) from PCI research – and buttresses the argument that views of a country's products can and do serve to colour its perceived image not only as producer but also in terms of other capabilities. Furthermore, the results indicate that a satisfactory tourism experience can not only affect expected loyalty and positive word-of-mouth towards a destination, but also can play a significant role in influencing post-visit intentions towards the nation's products. Thus, the presence of an "ambassador effect" is revealed suggesting a powerful path from satisfied international tourist to destination ambassador for both travel to a place and for the place's products.

Extending TDI to the Most Influential Tourism Brand model

While place image is an important factor in destination choice, it is not the only influencer, yet tourism research so often focuses on one concept in isolation from others. Once again breaking silos, Elliot, Khazaei and Durand (2016) extended the measurement of brand influence to include hotels, attractions, airlines, travel agents as well as city, state, and country destinations: 100 brands in one study to represent the mix that is tourism. Applying the first-ever Most Influential Tourism Brand (MITB) model, nine dimensions were found to influence brand preference most, with the degree of influence varying by product category. Country brands were most influenced by the *virtual dream* dimension as potential travelers explore destinations online, provincial/state brands were more influenced by the trust factor of the *comfort zone* and *corporate citizen* dimensions, and at the city level, influential brands were influenced by the *big shot* and *bold* dimensions.

Calling for more cross fertilization of research fields

Today's consumer shops the global market almost as commonly as today's researcher references it. Globality is reality. My corner grocer offers a broad range of foreign products from African spices and Asian vegetables to European soup mixes and South American nuts. Further, the Covid-19 pandemic has increased our time online where we find the world's music, movies, and news as casually as we click. This expansive exposure creates innumerable associations in the consumer's mind to create a metamorphic image of place.

The Integrated Model of Place Image (Elliot et al, 2011, 2016) breaks down the silos between research of product, place and destination image to reveal a cross-over effect from product beliefs to destination receptivity and from destination beliefs to product receptivity. A satisfied international traveler can become an ambassador not just for a favored destination, but for that place's products, a "halo effect" that has potential to extend beyond the evaluation of products based on their country's image (Han, 1989) to encompass the influence of tourism destination image on product beliefs and vice versa. Further, when multi-products were measured simultaneously in the Most Influential Tourism Brand model (Elliot et al, 2016), different levels of place were found to have different attributes of strength. Potential travelers were most influenced by the *Virtual Dream* of countries, the *Comfort* or trust of a state, and the *Big, Bold* reputation of a city destination.

In practise, countries from Iceland to New Zealand and parts between have attempted to build holistic place brands, calling for more research to understand how a place's tourism and product images interact in the

minds of target consumers across the globe. By the very nature of image, a multi-dimensional complex concept, more cross fertilization between research fields will help to advance our understanding of its powerful influence.

Written by Statia Elliot, Universiity of Guelph, Canada

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38. ADVENTURES AND MISADVENTURES OF A RESEARCHER - Contributions by Agueda Esteban Talaya

My first contact with tourism research was in the 1979-1980 academic year when I was studying Economics and Business at the Autonomous University of Madrid. In order to pass the 4th year Econometrics class, we had to make a model on some sector, demand, price or other economic indicator. My group chose, at random, to do a model on Tourism. The teacher recommended that we talked to the head of studies at the Instituto de Estudios Turísticos (Institute of Tourism Studies) part of the State Department for Tourism. I had no idea at the time that a large part of my professional life would be linked to this institution.

I liked this subject so much that the following year I specialized in Econometrics. In November 1982, I defended my Bachelor's thesis with the title *Modelos de comportamiento y previsión de la demanda turística española (Behavioural models and forecasting of Spanish tourism demand)*, under the supervision of the same professor who had taught me Econometrics. An anecdotal but important fact is that this same professor wrote the first doctoral thesis in Spain on tourism models in 1966. His influence was decisive.

After graduating, I continued to collaborate with the research department of the Institute of Tourism Studies, in specific research carried out by this Department, while I was preparing my doctoral thesis and until I obtained a permanent position at the public university.

Another fact due to chance was my dedication to university teaching. Although I had taught some basic courses on statistics, it was not until a family acquaintance told me that there was a vacancy, because of retirement, in the area of Marketing at the Complutense University of Madrid. I applied and got the job as less than an assistant. Although I didn't teach econometrics or tourism, I thought that marketing was a good topic for modelling demand, prices, distribution or the impact of communication.

My Ph.D. dissertation was in February 1987, with the title *Análisis de la demanda: aplicación a la actividad turística de las técnicas de predicción (Demand analysis: applying forecasting techniques to the tourism industry)*, and I obtained my PhD in Economics and Business Administration from the Complutense University of Madrid.

In my early days, Tourism was considered a very minor area. Tourism from the academic perspective had no official studies within the University. No degree, no diploma, no second cycle, no doctorate. Nothing. There were only a few regulated studies, recognised as Diplomas and supervised by the Ministry of the day (Economy, Commerce, Industry, Transport, Energy... which has been through many).

It was thought that research in tourism was a minor subject because it was not considered an industry *per se*, nor an economic activity, it was just a phenomenon. Some people even said to me: that's good, you must travel a lot. Tourism was somewhere between "Let others manufacture" and "What do they want us all to be waiters?", literally said by a member of the Spanish government, who was clearly in favour of industry (manufacturing, of course). Since then I think I have dedicated myself to a kind of apostolate in favour of the necessary and indispensable scientific research in Tourism, and not only in Economics and Business but from many other perspectives: urban, legal, geographical, linguistic, historical, architectural, energetic, …

Academy

In 1988 I obtained a position as assistant professor and in 1990 I started teaching the module *Forecasting and Demand Estimation Techniques in Marketing* within the Doctorate Programme *New Trends in Marketing* at the UCLM. This allowed me to come into contact with students who were preparing their theses.

I thought it would be interesting to go outside Spain and I applied for an El Amo Grant, managed by the Complutense University of Madrid, which allowed me to research and document myself on Forecasting and Marketing Techniques at the University of California, Berkeley (USA) in 1989.

From my contact with doctoral students, I began to supervise PhD dissertations and the fourth one I supervised was the first one in Tourism with the *title Communication and Image of the service company: application to hotel services*, defended in 1995. This thesis was awarded a grant from the State Department for Tourism.

Of the 17 PhD dissertations supervised, 11 are oriented towards Tourism, 7 with scholarships from public institutions, 4 with different awards and 3 with international doctoral mention. The main tourism topics of these Theses are satisfaction with travel agencies, image and usefulness of tourist information brochures, market orientation of air transport companies, the impact of technologies on the marketing of the hotel product, competitiveness of tourist destinations, loyalty towards the tourist destination and the new dominant logic of service, wine tourism, competitiveness and image of cultural tourism destinations, service cannibalization in travel agencies, prospective in tourism.

Almost all the PhD students I have directed are now assistant professors or full professors in different public and private universities in Spain: Complutense of Madrid, Rey Juan Carlos, Antonio de Nebrija, Las Palmas de Gran Canaria, La Rioja, Castilla-La Mancha.

Public service

In 1992 I was given the opportunity to direct the Tourism Studies Institute in the State Department for Tourism. Having been a basic researcher before had allowed me to get to know this institution from the bottom, its fabulous Documentation Centre and many staff with whom I had shared lectures, courses and many training experiences in my early days. Now I was directing The Institute and my position was different.

When I was doing my thesis, I often complained about the way in which the basic data for tourism statistics were collected, especially on demand from abroad, and I always had the feeling that the data could be improved. As fate would have it, public policies were in transformation at that time. Border statistics would soon disappear due to the Schengen Agreement and the Institute, which I directed, was charged with setting up a system to replace the visitor statistics that had existed since the 1950s. This gave the opportunity to incorporate more reliable and relevant methods of obtaining information for the construction of tourism statistics. Be careful what you ask for ...

Among the main studies and research carried out by The Institute under my direction until 1994, the following can be mentioned: Spanish Tourist Information System (SITES), Survey of Tourist Movements at Borders (the basis of the current Frontur statistics), Spanish Travel Survey (precursor of the Familitur survey and the current Survey of Resident Tourism), Study of the Prices of Tourist Packages, Study of Indicators of Tourist Activity, Intersectoral tables of the tourism economy TIOT 1992, The competitive position of the Spanish tourism sector, Vehicle counting by borders through the collaboration agreement with the Directorate General of Traffic, Collaboration on tourism statistics with the Autonomous Communities.

I left my activity as director of the Institute to have and be with my daughter and to return to the University.

One of the most gratifying activities that began during my time as director of the Institute, and continued afterwards, was being part of the Working Group on Human Resources and Training, delegate of the Interministerial Commission of Tourism for the study of the incorporation of tourism education in the University. Finally, tourism entered the University.

Present and future tasks

In 1999 I obtained a position as full professor of Marketing at the University of Castilla-La Mancha at Toledo. A new assignment, new people to train and guide, but without ceasing to collaborate with the administration at national level and with international organisations, and incorporating more focused research in the region of Castilla-La Mancha.

Of the collaborations at national level, the most important was Coordinator of the group of experts on Knowledge of the Horizon 2020 Strategic Plan for Spanish Tourism, for the Spanish Tourism Council.

Another important contribution was the participation as a member of the research team and coordinator of the tourism group of the Project financed by the Spanish Office of Climate Change of the Ministry of Environment, *Evaluation of the Impacts of Climate Change in Spain* (ECCE), 2003-2004.

At international level, I participated in three Projects financed by the United Nations Development Programme (UNDP) monitored by United Nations World Tourism Organization (UNWTO) in Latin America, related to regional tourism statistics and regional tourism marketing.

In the region of Castilla-La Mancha, the development and maintenance of the Castilla-La Mancha Tourism Research System (SIT-CLM), financed by the Government of Castilla-La Mancha, 2008-2011, stands out in addition to a dozen projects related to tourism in this region.

All the research developed has allowed me to publish approximately 85 articles in scientific journals, 28 in international journals, and 77 book chapters of national edition and 11 of international edition. Most of it in the fields of tourism and marketing. I have also served as editorial board and reviewer of a dozen of academic journals including *Tourism Management*, *Annals of Tourism Research*, *Current Issues in Tourism* and *Journal of Hospitality & Tourism Research*.

The research team I have been working with for the last 20 years is magnificent, with very good researchers and the results are there for all to see: in 2020 UCLM was ranked between 100th and 150th in Shanghai Ranking's Global Ranking of Academic, in the subject of Hospitality & Tourism Management. I am proud to belong to this extraordinary group.

An example of an excellent researcher in this group is Estrella Diaz. Now I am supervisor of the European project headed by her within the European Commission's Marie Skłodowska-Curie (MSCA) Horizon 2020 actions.

My experience as a researcher has allowed me to learn a number of things, which may be useful for future researchers:

- **Do research on what you believe you need scientific knowledge**, even if the rest of the world thinks otherwise.
- **Research as freely as you can**, but knowing that there is a dark side: academic demands, hierarchies that are difficult to overcome, funding only for renowned researchers, difficulty in publishing in high-impact journals…
- **Sharing knowledge** (Publish or Perish). Although there are many difficulties, especially for researchers from languages other than English, to publish in prestigious international journals, and some of them still resist us, things are gradually changing. They are not as indulgent with us as they are with

renowned authors from prestigious universities, especially in the USA. We are not all the same.

- It is always **better to belong to a research team** than to research alone. A good research team makes more and better progress than an isolated researcher. In addition, it is good to leave the comfort zone of our own universities, to spend time in other universities and to choose those where the best are and learn from them. Generating networks of international researchers is enriching for everyone.
- **Open up to other fields of research**. Tourism is a cross-cutting subject and it is highly recommended to have contact and develop research projects with, for example, urban planning, meteorology, energy, technology, economic development and poverty, health, among many others. These are rewarding experiences for researchers and beneficial for society.

Finally, tourism, from any perspective, needs women researchers to lead multidisciplinary teams that expand scientific knowledge and offer their results to society to try to solve existing problems, especially in times of crisis like the current one

Written by Agueda Esteban Talaya, University of Castilla-La Mancha at Toledo, Spain

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39. PEACE, CONFLICT, TOURISM AND OTHER THINGS IN BETWEEN - Contributions by Anna Farmaki

I grew up in Cyprus, a small island located in the eastern part of the Mediterranean. Cyprus is known for three things. First, it is recognised as a tourist destination boasting beautiful beaches, a warm climate and a rich culture that spans 10000 years of history. Second, the island became known in recent years as a potential tax haven, a credible European Union and Eurozone jurisdiction offering financial services and business activities. Third, it is often regarded as the place hosting one of the world's most intractable conflicts that rightfully gained the nickname "the graveyard of diplomats". The so-called "Cyprus problem" refers to the ongoing dispute between the island's two main communities, the Greek Cypriots and Turkish Cypriots; a dispute that has gone for decades for reasons that are not the focus of this contribution and will, therefore, not be discussed here. Yet, the Cyprus dispute has shaped every facet of life for its people. In a way, you may say that Cypriots grew up in conflict and, even though there is currently no active violence on the island, residues of the dispute may be found in education, the media, politics and the economy remining us that it is still persistent.

Unsurprisingly, when I stumbled on the peace-through-tourism idea in the early stages of my academic career I was immediately intrigued. In essence, the peace-through-tourism tenet suggests that tourism may contribute to the peacebuilding efforts of communities that have experienced conflict as travel-induced contact improves people's perceptions, attitudes and understanding of one another, harmonizing the relations between countries (D' Amore, 1988; Higgins-Desbiolles, 2003; Kim et al., 2007). The word 'peace' is one that I heard since a young age as, alongside the word 'conflict', it has found its way in Cypriots' daily lexicon. While I didn't know what peace necessarily felt like, I knew what conflict was. And the more I read about the potential role of tourism in peacebuilding, the more I realised that conflict was largely overlooked in the peace-through-tourism literature. In fact, I felt that the peace-through-tourism narrative was romanticized in the relevant discourse and several important aspects pertaining to conflict, peace and tourism were ignored. It was this gap in the literature that led me to embark on a research journey with the aim of understanding the interrelationships of the constructs of conflict, peace and tourism and the implications of these for the peace-through-tourism notion. To be honest, that was not easy to do as I had to read and understand theories from 'foreign' fields. I had a marketing background and much of my past research focused on the management and consumption aspects of tourism. So, the politics of peace and conflict were unfamiliar territory to me.

Nonetheless, the study of these theories began to provide shed light and reveal several omissions within the peace-through-tourism literature. To begin with, I realised that much of previous research was descriptive in nature lacking theoretical underpinning from the political science and/or international relations fields. Studies advocating the peace-through-tourism tenet often presented the concept of peace simplistically, failing to acknowledge that there are different forms of peace. A widely used conceptualization of peace is that offered by Galtung (1964) who distinguished between negative peace, namely the absence of violence, and positive peace which refers to the absence of violence and the presence of justice, cooperation, equality, freedom of actions and pluralism. Positive peace has, thus, a long-term perspective of transforming the conflict context by addressing the causes of the conflict and ensuring that violence reoccurrence is unlikely (Farmaki and Stergiou, 2021). Peace and conflict are two sides of the same coin; hence, one cannot be addressed without a consideration of the other. However, past studies largely ignored the influence that the nature and duration of conflict has on peacebuilding. What political science literature informs us is that conflict may (re)emerge as a result of macro or micro level reasons or a combination of both. Generally speaking, conflict may occur due to: a) ethnic divisions in a society, b) economic factors and resource

competition and c) political and institutional factors. While issues of dispute may be present, for a conflict to emerge a mobilization strategy on behalf of political actors and a series of events are required to onset and sustain a conflict (Dessler, 1994). As such, conflicts have escalation and de-escalation periods as they are dynamic in nature; nonetheless, it is generally agreed that the longer a conflict lasts the harder it is to restore peace as it may yield a permanent negative effect on people's perceptions and attitudes.

This brings me to the second research gap evident in the peace-through-tourism literature. Many of the peace-through-tourism studies published yielded inconclusive results over the contributory role of tourism to peacebuilding. This is somewhat expected considering that much of past research draws from case studies, limiting the generalization effect that credits the validity of their findings. Every case studied has a specific conflict context and duration that influence the degree to which peace can be restored either in general or through tourism. What's more, these studies rely on the contact hypothesis to deduce conclusions over tourism's role as an agent of peace. The contact hypothesis suggests that through travel people interact and gain a mutual appreciation of one another; thus, positioning tourism as a track two diplomacy activity (Kim and Crompton, 1990). Yet, tourism is more than that. It is a political tool and an economic industry that causes conflicts and deepens inequalities due to its capitalistic orientation (Bianchi, 2018). Therefore, extant literature has simplified the role of tourism as well as its structure which impacts the nature of contact occurring. Indeed, most past studies focused on pre-visit and post-visit comparisons of visitors' perceptions of the hostile community, ignoring that the nature of mass tourism frequently limits meaningful contact between visitors and the host community (Farmaki, 2017). This presents the third gap in the peace-through-tourism literature.

Consequently, to illuminate understanding of the peace-though-tourism tenet and enable the research agenda to progress, I contributed a framework known as peace-through-tourism continuum (Figure 1).
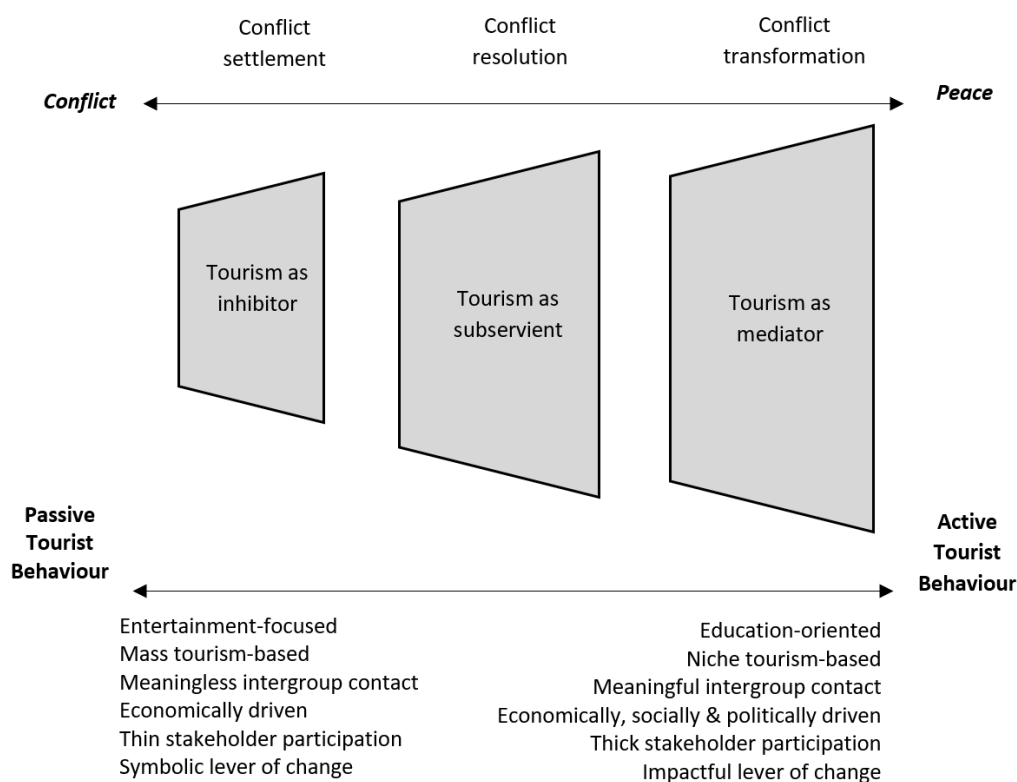
Figure 1.
Peace-through-tourism continuum

As proposed by the framework, tourism may act as an inhibitor of peace, restricting the contributory effect to reconciliation by fostering competition that may lead to conflict re-emergence. This is most

likely to be the case when a destination relies on mass leisure tourism that promotes a passive form of contact. Therefore, even though a conflict may be settled it does not necessarily mean that the tourism activity will contribute to eliminating its causes, leaving the door open for conflict to re-emerge. Tourism may also become a subservient of peace, particularly if the right management mechanisms are not put into place. In such cases, tourism may substitute reconciliation, particularly where tourism represents an important economic activity as behaviour may be triggered by a service compliance and conformity to expectations between the visitors and the host community. Such passive form of travel will neither reduce socio-psychological gaps nor enhance social integration between members of divided communities. Last, tourism may act as a mediator of peace as various alternative forms of tourism that are education-oriented may encourage meaningful contact between divided communities and make an impact on efforts to transform the conflict context and plant the seeds for a sustainable form of peace to grow. After all, several studies offer hopeful glimpses of tourism's potential such as enhancing forgiveness between divided communities (Carbone, 2021). Therefore, tourism's role to peace is multifaceted; it can break barriers and become a synergetic factor but it can also become a dividing one.

By writing this contribution, I've been given an opportunity to reflect on my own research and on others who published on peace-through-tourism. My conclusion is that it is naively simple to suggest that tourism can bring peace. It is also cynical to suggest that it doesn't. Who can say with certainty that tourism cannot change the world for the better and help rebuild what is broken? Imagine if it could! Failure to do so is defeat, like admitting that a disease has no cure.

I, therefore, urge the readers to continue researching the peace, conflict and tourism nexus. As a person who has lived in conflict, I'd say the pursuit of peace through any means is worthwhile.

Written by Anna Farnaki, Cyprus University of Technology, Cyprus

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40. COMPOSITIONAL ANALYSIS OF TOURISM-RELATED DATA – Contributions by Berta Ferrer-Rosell

Approaching Compositional Data Analysis in Tourism

Compositional data analysis is the appropriate methodology to employ when dealing with data carrying relative information. Compositional data (CoDa) can be defined as arrays of positive numbers – called components, or parts – whose relative size is of interest to the researchers. In some cases, the components are parts of a whole and their sum is irrelevant or even constant. This is the case in geological and chemical analyses, which use proportions adding up to 1, or in time-use studies, where the sum is up to 24 hours. These two fields of application are the first and most traditional fields using CoDa (Aitchison, 1986).

It is taken for granted that the total time of a day is an uninteresting fact. A common time-use research interest is to know how the distribution of daily time of an individual – the time allocated to commuting, to work, to family and household tasks, to sleeping – may affect one's health, quality of life and life satisfaction. In other cases, components do not constitute any whole or do not have a constant sum, and the only key issue is that the researchers' interest and questions lie in the relative importance of components to one another (Egozcue & Pawlowsky-Glahn, 2019). This might be the case of the content uploaded on a tourism product, company or destination website or on a printed brochure. Larger websites or wider brochures may have more content of all types. There are, however, other cases in which both the relative importance and the total volume are of interest. This is the case with tourist expenditure. Destinations and tourism companies may like to know how travellers allocate their trip budget into different expenses – transportation, accommodation and food, activities, and others – as well as how much tourists spend during the trip as a whole.

As can be deduced, many research questions involving tourism-related data to analyse consumer (or company or destination) behaviour, are related to distribution of a whole (e.g., share or allocation) or to relative importance (e.g., prevalence, concentration, dominance). Possible questions tourism researchers may be interested in are, for instance, how does the relative popularity of search terms in Google relate to tourism market share? How do hospitality firms allocate their capacity to their product portfolio? How does time allocated to different types of activities at the destination relate to tourist satisfaction?

CoDa has started to be used in several fields of social science which often face similar research questions, such as education (Batista-Foguet, Ferrer-Rosell, Serlavós, Coenders & Boyatzis, 2015), finance (Carreras-Simó & Coenders, 2020; Linares-Mustarós, Coenders & Vives-Mestres, 2018), marketing (Morais, Thomas-Agnan & Simioni, 2017; Vives-Mestres, Martín-Fernández & Kenett, 2016), sociology (Hlebec, Kogovšek & Coenders, 2012), communication (Blasco-Duatis, Saez Zafra & Garcia Fernandez, 2018; Huertas, Ferrer-Rosell, Marine-Roig & Cristobal-Fransi, 2021), urban studies (Cruz-Sandoval, Ortego & Roca, 2020) and sustainability (Marcillo-Delgado, Ortego & Pérez-Foguet, 2019). In the field of tourism and hospitality, I have been the pioneer in the introduction of compositional data analysis. It has not been an easy task but being constant and persevering has really helped me to find a space in tourism literature.

Data carrying relative information (proportions) have characteristics which render most statistical workhorses (e.g. mean, correlation and distance) meaningless to a greater or lesser extent when applied to them. That is, Euclidean distance considers the pair of percentages 1% and 2% to be as mutually distant as 11% to 12%, while in the first pair the proportional difference is 100% and in the second it is less than 10%. Compositional data lies in a constrained space restricted to positiveness and sometimes to unit (or

100) sum, so that negative spurious correlations among the parts emerge (Pearson, 1897). The statistical and distributional assumptions of most classical statistical models are violated to a certain extent when applied to proportions (Pawlowsky-Glahn, Egozcue & Tolosana-Delgado, 2015). And statistical modelling with unbounded distributions (normal) is not feasible, as it results in confidence prediction intervals outside the [0,1] range. In other words, most standard and classical statistical methods applied to data carrying relative information do not consider the restricted nature of the data or the proportionality and may cause serious problems when the results are interpreted.

The most common approach to dealing with compositional data consists of transforming the original compositional vector of D parts into logarithms of ratios between parts (Aitchision, 1986; Egozcue, Pawlowsky-Glahn, Mateu-Figueras & Barcelo-Vidal, 2003). Log-ratios have several advantages. They recover the unlimited space (from – infinite to + infinite), tend to fulfil the assumption of classical statistical models, constitute the natural way of distilling the relative information among parts, and form the basis for defining the association and the distance between parts in a meaningful way. In the CoDa literature, there are different ways of transforming the data. The simplest to compute and most popular transformation is the additive log-ratio transformation (alr), used by Aitchison (1982). This is simply the log-ratio of each component to the last. The centred log-ratio (clr) computes the log-ratio of each component over the geometric mean of all other components (Aitchison, 1983). Finally, the third log-ratio transformation is the most flexible because the denominator does not need to be the same in all ratios. This flexibility makes it easier to compute log-ratios which are interpretable with respect to research questions. This is the orthonormal log-ratio (olr) – also named isometric log-ratio (ilr). It draws from a sequential binary partition of parts to build coordinates comparing the relative importance of groups of parts to each other (Egozcue & Pawlowksy-Glahn, 2005). The appeal of CoDa is that once the data have been transformed, any kind of standard and well-understood statistical technique can be used with unbounded error-term distributions, while making sure results will be compositionally coherent. Log-ratios can be the explanatory or the dependent variables in any statistical model (see Coenders, Martín-Fernández & Ferre-Rosell, 2017 for examples and interpretation of results).

The most common compositional data techniques (centre, distance, association, biplots) and how to deal with zeros present in the data are explained in the several contributions commented on in the following sections, as well as in Coenders and Ferrer-Rosell (2020).

Analysis of tourist expenditure

Tourist expenditure analysis has been a recurrent topic in tourism literature, since it is a major concern for destinations, companies and marketers, and in general to the tourism industry. Tourist expenditure – rather than the number of tourists received – is becoming much more relevant for destinations and for the economic impact of tourism. Destinations are naturally interested in the local spending (expenses incurred at the destination) more than origin spending (expenses paid directly to tour operators at origin, for instance). Analysing how tourists spend their budget – that is, the analysis of expenditure composition – provides valuable information for destinations to make decisions regarding which market to target. If destination marketers seek to promote activities, they should focus their marketing efforts on those markets where tourists spend more of their trip budget.

Ferrer-Rosell, Coenders and Martínez-Garcia (2015) studied the drivers of the share of tourist expenditure allocated to the various categories of travel budget (transportation, accommodation and food, and activity expenses). It was the first publication to consider the trip budget as a composition, and thus, used CoDa. Isometric log-ratios of budget share were fitted to a MANOVA, with travellers' attributes as explanatory factors. The type of airline company used by individuals (low-cost or full-service) was used as a moderator variable to observe how travelling with one or the other type affected the distribution of trip budget expenses. As already mentioned, once expense variables (components or parts of the trip budget) have

been transformed into logarithms of ratios, any statistical technique with unbounded error-term distribution can be used, while ensuring results will be compositionally coherent and that the standard statistical assumptions hold. Actually, it is not advisable to carry out, for instance, a MANOVA model on raw expenditure share. There is a high risk of resulting in prediction intervals outside the [0,1] range (Ferrer-Rosell et al., 2015).

Another relevant contribution in this research line is that co-authored by Ferrer-Rosell, Coenders, Mateu-Figueras, and Pawlowsky-Glahn (2016) which represented the application of the *compositional data analysis with total* method development by Pawlowsky-Glahn, Egozcue and Lovell (2015). This study showed that the analysis of the absolute trip spending by parts (such as transportation), and of trip budget share (the percentage of transportation within the total trip budget) served different research objectives. The first type of analysis refers to how much tourists spend, while the second refers to how they spend the allocation (as was the case in Ferrer-Rosell et al., 2015). The study provided a new methodological tool to analyse the determinants of the tourist expenditure combining the analysis of budget share and absolute expenditure in the same model. It is worth noting that initially CoDa methodology was criticised for ignoring the total (volume) when it was available and of interest. The study drawn from Pawlowsky-Glahn, Egozcue & Lovell (2015) shows an alternative and flexible way to include the absolute expenditure in the analysis. It further indicates that it can be tailored to the research questions at hand, focusing on absolute expenditure on transportation, or expenditure made at the destination, for instance.

The *compositional data analysis with total* approach was also used in Ferrer-Rosell and Coenders (2017) to observe whether airline types (low-cost and full-service) had been converging regarding travellers' expenditure allocation and total trip expenditure. Repeated cross-sections were used and the aim was not to confound effects involving expenditure distribution with those involving expenditure volume. Users of both airline types converged in their allocation of the trip budget but diverged with regard to the total trip expenditure.

In Ferrer-Rosell, Coenders and Martínez-Garcia (2016) latent class modelling was used jointly with CoDa to segment tourists according to trip budget share, that is, according to proportions of total expenditure allocated to different expense concepts (transportation, accommodation and activities). Another study segmenting tourists based on how they distribute their trip budget is that of Ferrer-Rosell and Coenders (2018). Segmentations based on absolute expenditure and those based on share expenditure respond to different research interests, and in managerial terms, also serve different, but complementary purposes. In this sense, both studies contributed in methodological, theoretical and managerial terms. With results at hand, destinations might be able to know the segments to tackle, namely the segments that would bring more benefits to the destination.

Analysis of e-tourism content

Content analysis has been a frequently used method in tourism literature for quite a long time now (Camprubí & Coromina, 2016). In the same vein, how and what tourism stakeholders (e.g., destinations, companies) communicate online or offline is also of interest for researchers as well as for tourism sector agents to know the impact of marketing campaigns, for instance. In tourism communication, in the context of studies of destination image, branding or marketing, it might be of interest to depict the manner in which destination marketers emphasize certain content over others on a brochure, on the website or on social media. Regarding content dominance, when considering reviews posted on a customer opinion platform, or when considering posts published on a social media platform, the dominant type of review or post matters more than the total number of reviews or posts. The dominance is usually computed as the count of each type of review or post out of the total number of reviews or posts. Thus, data can be the count of a phenomenon, whose sum for an individual i is S_i. For instance, a tourist company's total count of S_i social-media posts can be classified into D content categories (parts of a composition).

One of the most relevant contributions in this research line, and the first one, is the publication by Marine-Roig and Ferrer-Rosell (2018), in which the (in)congruity (or gap) between projected and perceived tourist destination images was measured using compositional distance between proportions. An outstanding Mediterranean destination, Catalonia, was analysed based on three different information sources: induced (Catalan Tourist Board dossier), autonomous (Lonely Planet travel guide), and organic (UGC: user-generated content). UGC consisted of a random sample of 80,000 online travel reviews written in English by tourists who visited Catalonia during 2015. The common approach to differentiate the three information sources would be to compute differences between proportions directly, that is, by subtracting percentages of appearance of content in each source. However, this does not make sense because when considering proportionality of data, Euclidean distance does not take into account proportionality. Direct subtractions between proportions are not precise and are confusing. Using compositional distance (defined by Aitchison, 1983) based on clr transformation is the appropriate way to operate when dealing with proportions.

Compositional distance was also used in Lalicic, Marine-Roig, Ferrer-Rosell and Martin-Fuentes (2021) to observe differences between how guests of Airbnb perceive four main urban destinations in Spain. In relative terms, Airbnb reviews from Barcelona had more content about sports, while reviews from Madrid presented more content about the urban environment. In Seville, reviews contained relatively more content about food and wine, and in Valencia there was more about leisure and recreation. Considering all eight destination-image categories, Barcelona and Madrid are perceived as similar destinations, while Barcelona and Seville are perceived very differently.

Moving to tourism companies' communication, in Ferrer-Rosell, Marine-Roig and Martin-Fuentes (2020), the content posted on Facebook was analysed. The aim was to unveil the content strategy of the two types of content (hotel information vs. destination information) for hotels located in the two most visited cities in Spain, Barcelona and Madrid. In this case, 5,900 Facebook posts were categorized into hotel-related information and destination-related information. The composition of internal information included the content categories (components) of rooms, restaurants and other facilities. The composition of external information included heritage, urban, nature and sports, and gastronomy. The isometric log-ratios were fitted to a t-test (to compare hotels from Barcelona and Madrid) and results showed that hotels from Barcelona published more posts on Facebook about themselves (hotel services), while hotels from Madrid posted more content related to the destination.

Another line of research within the tourism-content analysis and tourism communication is presented in Huertas, Ferrer-Rosell, Marine-Roig and Cristobal-Fransi (2021). The aim of this research was to analyse the treatment in the Spanish press of controversial issues regarding Airbnb and its evolution. CoDa allowed us to get what were the most dominant topics in all media sources and to observe the evolution of topics along the timeline of 2016 through 2018. The results showed that topics treated mainly from a negative perspective evolved towards a more positive vision.

Concluding and personal remarks

My tourism compositional journey began in 2012, while I was writing my PhD thesis at the University of Girona, thanks to my supervisor Germà Coenders. The University of Girona is the home of a widely recognized research group in compositional data analysis, and since I was analysing tourist trip budgets and considering it compositional, my supervisor pushed me to take the "Week CoDa Course" held at the University of Girona in summer 2012.

Thus, the thesis entitled "Tourism Demand in Spain: Trip Duration and Budget Structure – A Comparison of Low Cost and Legacy Airline Users" represented the first time CoDa was applied to the tourism field to analyse a traditional and widely studied topic, tourism expenditure. Now, a bit less than 10 years later, I am a councillor on the CoDa-Association board.

I realised that the research questions outlined regarding the analysis of tourism expenditure were leading me to consider the compositional nature of the data I had. Thus, I started to see the world of tourism from another perspective. We can find compositional data everywhere: aggregated data of origin–destination flows are also of compositional nature, as well as the time tourists dedicate to different activities at the destination. Moreover, tourism firms allocate their capacity and resources to their products and services, and the financial ratios of tourism companies are also compositional, as their interest also lies in the relative size of accounting. How a restaurant menu is designed (having more fish plates or meat or vegetables), depending for instance on the location (e.g., seafront, mountain destination), is also compositional. All kinds of content (videos, pictures, text) posted on social media (e.g., Instagram) or the total minutes a film dedicates to showing the destination where it was filmed (e.g., Woody Allen's *Vicky Cristina Barcelona*) are susceptible to being classified into predefined content categories.

Jointly with Germà Coenders, I have recently published an article entitled "Compositional data analysis in tourism. Review and future directions" (Coenders & Ferrer-Rosell, 2020). This is a review of CoDa methodology used in fields which could be easily transferred to tourism (e.g., economy, marketing). It also presents future directions with several ideas tourism researchers might be interested in analysing. I was also invited to contribute to the *Encyclopedia of Tourism Management and Marketing* with a methodological chapter on "Compositional Data Analysis in Tourism".

Apart from the publications presented in this chapter, I have other publications (e.g., book chapters) using CoDa, and it is also worth mentioning I have been invited to talk about CoDa in tourism at several conferences (e.g., ENBIS 2015, COMPSTAT 2018), at the European IFITT Masterclass on e-Tourism 2019 and at the CoDa-Day 2021. I have also lectured several seminars presenting research featuring CoDa at national and international universities (e.g., Virginia Tech), I am an instructor at the CoDa course powered by the University of Girona, and I have created a 10-hour CoDa course in social sciences with a special focus on research applications and where the free software CoDaPack is used to practice with real data.

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Written by Berta Ferrer-Rosell, University of Lleida, Spain
Read Berta's letter to future generations of tourism researchers

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41. TOURISM ECONOMICS - Contributions by Aliza Fleischer

If you had asked me, during my childhood or in my teens, what I wanted to be when I grew up, the last thing I would have told you is a tourism researcher. It was not in my "color palette" nor did I hear of a person with such a career. My close friends went to university and chose to study English literature, Theatre or Philosophy. Some more distant friends studied Engineering or Medicine. I personally had no idea what to study. I only knew I was good at math. The easy decision was to follow in my brother's footsteps and thus I went to study economics. I had no idea what I was supposed to do with it as I graduate.

The tourism researcher that I am today, with my unique colors and contributions, is a product of this first step of choosing to study economics and the path I have travelled over the years. I paved my route through the flow of information, courses and work following my inner truths and inclinations. I believe that I chose my professional path similar to the way water finds its way from its source to the ocean. The source is determined arbitrarily but afterward it depends on the nexus between the water and its environment. Water finds the soft and lowest spots in the path, and it carves the route where it can flow in accordance with its nature as water and with the force of gravity of our planet. I would risk and say water finds the path that it enjoys the most. This is the best way I can describe my way to where I am today. I let myself be immersed in the gravity of all that I truly enjoy.

Let's go back to my story. The first year at Tel Aviv University was a disaster. Now in retrospect I can say that I had no clue what it means to study at university. Only starting from the second year did I understand what was easy for me and what I enjoyed studying is: microeconomics, statistics (econometrics) and development economics. I specialized in economics of developing countries and from there the leap to my Master's degree in agricultural economics at the Hebrew University of Jerusalem was easy. My thesis was on the monetary approach to the balance of payment. As you understand, it had nothing to do with development. However, it led me to the path of doing research that I am in today. I discovered the world of research. I found out that I like conducting research and analyzing data; it was my way to be creative. As a result, the easiest and most obvious direction to move forward in my journey was to pursue my Ph.D.

That decision took me a long way from the Middle East to the Midwest in the USA, to the University of Wisconsin in Madison – a drastic change in climate and culture. By way of illustration, I had never seen snow before I reached Madison nor knew what -30°C feels like, not even in my freezer. I specialized in statistics and econometrics and applied it in my thesis estimating consumer demand systems. As you can tell, so far, tourism was not part of my professional life. However, I was developing the skills that I am using as a researcher today. I learned to conduct research, pose hypotheses, collect data and analyze it as an economist and express all of this in writing.

When I came back to Israel, I joined a small research and teaching institute named the Development Study Center, and yes, I was back to my previous interest in development economics. We had programs in regional development for students from developing countries and we conducted research in rural and peripheral areas of Israel. I studied women employment in rural areas and analyzed different support schemes for peripheral regions. Here came my first professional encounter with tourism. In the mid 1980's farmers in Israel had faced economic difficulties and many of them started to look for another source of income. As a result, rural tourism started to spread at the grass root level. Farmers started to rent rooms on their farms to families who were looking for an alternative vacation to the traditional hotels, wherein they can combine nature walks and rural environment with affordable accommodations. With the entrance of more and more farmers into this endeavor, both the government and the farmers, understood that there is a need for governmental support due to many market failures in the market. Farmers knew how to feed cows but really did not know how to feed tourists. Moreover, the villages were designed to support the production of

agricultural products and the small number of families living in them but not to support a large number of tourists renting accommodations and looking for diversion. That is when I was asked to study rural tourism in Israel and that was my first step as a tourism researcher. I applied my skills as a researcher to this new phenomenon in rural areas.

A few years later the Faculty of Agriculture, Food and Environment of the Hebrew University posted a position for a researcher in tourism that would be part of the staff of the Agricultural Economics Department. That is when my career path started fully carving its way through the tourism research realm. I continued with my research on rural tourism and have not left this topic until this day (Fleischer & Pizam, 1997; Fleischer & Felsenstein, 2000; Felsenstein & Fleischer, 2003; Fleischer & Tchetchik, 2005; Tchetchik, Fleischer & Finkelshtain, 2008; Tchetchik, Fleischer & Finkelshtain, 2012; Fleischer, Tchetchik, Bar-Nahum & Talev, 2018; Hatan, Fleischer, & Tchetchik, 2021). These papers were published not only in tourism journals but also in agricultural economics and ecological economic journals. Although they deal with tourism they also deal with issues of rural and environmental economics. Thus, although I expanded my research topics to tourism, while working on rural tourism I noticed the contribution of the rural amenities and the ecosystem services of the agricultural land ecosystem to rural tourism. Here I branched out again to valuing ecosystem services mainly to landscape, seascape and open spaces (Fleischer & Tsur, 2000; Fleischer & Tsur, 2009; Fleischer, 2012). I did not leave my discipline of agricultural and environmental economics and I have been conducting research on ecosystem services and climate change issues in parallel to my tourism research.

General tourism issues started to hold more appeal to me and I ventured outside the rural tourism realm. The topics I pursued depended on calls for research funds of different organizations and topics my colleagues worked on and I wanted to join. As a result, I branched out from one research topic to the other. I was curious to find out what happens in different markets such as pilgrims, senior citizens, the economic impact of negative (terror attacks) and positive (the Eurovision song festival) events in Israel. These all seemed to be interesting issues to investigate. I analyzed decision making and economic behaviour in different tourism markets using my tool kit of an economist.

While working on different tourism markets I noticed a new generator of change in these markets – digital technology. Whereas digital technology is the representation of movement of information in bits, and tourism activity requires a movement of mass, still, the tourism markets have enthusiastically embraced digital technology and have been transforming in accordance ever since. I consider myself lucky to be a researcher during this period of rapid change because it provided me with a whole new plethora of phenomena to investigate. I was fascinated by this technology and its economic impact on tourism markets, and I started exploring it.

The main economic changes caused by digital technology are reductions in search, tracking, and verification costs. The reduction in these costs were the impetus behind the development of a new electronic reputation system and accordingly took care of the asymmetric information that had been a problem in many tourism markets. It also led to the improvement of matching between buyers and sellers that paved the way to the development of online peer-to-peer (also called sharing economy) platforms such as Airbnb and Uber. The role of trust and information in these platforms triggered my curiosity. The more I went through these platforms especially, Airbnb, I kept asking myself what is the role of the hosts and guests' photos? Why do Airbnb (and also Uber) publish the photos and how do they benefit from them? These questions led to a series of studies (Ert, Fleischer & Magen, 2016; Ert & Fleischer, 2019; Ert & Fleischer, 2020; Fleischer, Ert & Bar-Nahum, forthcoming) mainly on Airbnb. These studies show that the photos have an important role in trust-forming between buyers (guests) and sellers (hosts) in this market. And it is a well-known fact that trust is an important ingredient for an efficient functioning of a market.

All along my journey I met different people. Each one had her and his unique contribution to my work. Together with them, with my knowledge and skills and the changing world around me, I created my unique contribution to the world of knowledge of tourism. I would like to end my story with a citation from Ithaka which I feel expresses my professional experience:

"As you set out for Ithaka

hope the voyage is a long one,

full of adventure, full of discovery.

Laistrygonians and Cyclops,

angry Poseidon – don't be afraid of them:

you'll never find things like that on your way

as long as you keep your thoughts raised high,

as long as a rare excitement

stirs your spirit and your body."

(The Poem Ithaca by Constantine Cavafy, 1911, Translated by Edmund Keeley/ Phillip Sherrard from www.cavafy.com).

Written by Aliza Fleischer, Hebrew University of Jerusalem, Israel
Read Aliza's letter to future generations of tourism researchers

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42. MY JOURNEY IN SPORT TOURISM - Contributions by Heather Gibson

Getting Started

I never intended to teach and research in tourism; I was destined for sport sociology. However, in arriving at the University of Connecticut in 1986 to work with Andrew Yiannakis on my master's degree, I found a mentor who was starting some exploratory work in tourism, notably extending Cohen's (1972) and Pearce's (1985) ideas on tourist roles. One of these tourist roles, the Sportlover role resonated with me as I had always been active and studying in New England (USA) I could finally go skiing more regularly as the mountains were only two hours away! So, the idea that people would travel to take part in sport was a behavior I recognized. But in the mid to late 1980s few people were combining sport and tourism and in fact, when I did my MS thesis examining tourist role preference across the life course, for some reason the sportlover role had been dropped from that version of our questionnaire (Gibson, 1989; Yiannakis & Gibson, 1992). However, extending this work for my doctoral dissertation, not only did we add more roles, but revived the sportlover (Gibson, 1994). My dissertation work also set the scene for several consistent characteristics that are still in my work today: 1. A focus on tourist behavior from the perspective that tourism is a special form of leisure; 2. A focus on gender, notably women's behavior; and 3. A focus on different stages of the life course, as well as using a life span perspective. It was a combination of these three characteristics along with the sportlover role that culminated in a conference paper at the 1994 North American Society for the Sociology of Sport conference where I met a few scholars who were also starting to connect sport and tourism, one being Paul DeKnop who with Joy Standeven (she was one of my undergraduate lecturers) wrote the first comprehensive book on sport tourism (Standeven & DeKnop, 1999) and Laurence Chalip who has not only been a great mentor to me, but provided me with many opportunities that raised my profile as a scholar specializing in sport tourism. In fact, it was Laurence who invited me to write my 1998 paper reviewing the literature (as it existed then) on sport tourism for the inaugural issue of *Sport Management Review* (Gibson, 1998).

In my 1998 *Sport Management Review* paper, I joined the pervasive discussions on defining sport tourism that were occurring as both scholars and the industry started to take more notice of the sport and tourism connection. I proposed three forms of sport tourism: 1. Active Sport Tourism which has its origins in the Sportlover role; 2. Event Sport Tourism, which at this point was confined to spectators travelling to watch sport; and 3. Counter to many others who were writing at the time, I followed the lead of Redmond (1991) in proposing Nostalgia Sport Tourism which I saw as encompassing behaviors such as stadium tours, sports museums and the many sports themed attractions that were beginning to emerge. This paper received global attention and opened many more opportunities including keynote addresses, guest editorships for journals (e.g. Journal of Sport Management, 2003), and a book contract (Gibson, 2006) among others. I can quite honestly say that I never intended to have sport tourism as a major focus of my career. I thought that gender and my work on solo women's travel (Jordan & Gibson, 2005) and leisure and tourism in retirement (Gibson, Ashton-Shaeffer, Green & Corbin, 2002) would be my contributions. Even now I have a 'mixed brand' and sit at the intersection of leisure studies, sport management, and tourism. This is how it all started!

Florida Gators and Sport Tourism

I have always liked to work ahead of the curve, which is not the easiest path as some reviewers are often not ready to accept 'out of the box' thinking and I have spent more time justifying why and rewriting papers

than many would guess. This has also been compounded by an interdisciplinary approach where tourism journals have told us that our work belongs in sport or recreation and sport journals have told us our work belongs in tourism. My PhD students can attest to this as they also work on the edge and share my pain in the number of times, we have done major revisions. However, I would not change this as I believe we need to push the boundaries of knowledge and not just 'repeat the same old thing". In thinking back on some of our projects, I think some of our/my key contributions have been in small-scale sport tourism and in active sport tourism.

As we emerged from the era of defining sport tourism, my team were involved in a project investigating tailgating behavior associated with our university football team. Let me translate here for the non-US audience! Arriving to work at the University of Florida in 1997 I was thrust into the world of "big time" intercollegiate athletics where we had a football (grid iron) stadium next to my academic building that was bigger than Wembley our national stadium back in the UK. Fall semester was dominated by the football schedule and for 6-7 weekends per year our small college town was invaded by upwards of 60,000 (likely higher) out of town fans. On the morning of a game, these fans sit in the car park on campus and the surrounding neighbourhoods barbecuing, drinking, socializing, and some even had satellite television to watch all of the pre-game coverage. I was fascinated. I had never seen anything like this before and I needed to find out more. I put together a team and we initially surveyed the fans and then followed up with in-depth interviews. In the sport tourism literature, this study became one of the first showing how regular season sport can be leveraged for tourism development (Gibson, Willming & Holdnak, 2003). Of course, the fan behavior itself was fascinating and became a paper published in the *Journal of Leisure Research* using serious leisure as the frame from within which to analyze the stories these Gator fans shared with us (Gibson, Willming, & Holdnak, 2002). Interestingly, this paper will show you the disciplinary split in existence at the time as one of the reviewers told us not to refer to these fans as sport tourists! This was a leisure journal after all!

Small-scale Event Sport Tourism and Sustainability

Another project and also an opportune moment for me to arrive in Gainesville, (Florida) home to the University of Florida was that as sport tourism was beginning to gain traction as an industry niche, we were home to one of the first and innovative sports commissions in the US. The Executive Director Jack Hughes had immense experience in hosting and running sport events and was hired just before me. I remember being at a tourism visioning meeting and the tourism leaders were trying to convince us all that Gainesville was an ecotourism destination. Well, it is in some ways as we do have a lot of natural attractions, but our big attraction is sport! University of Florida sport and the work that the Gainesville Sports Organizing Committee was doing in attracting amateur level events to Gainesville. After several years of persuading Jack that what he needed was research (numbers) to demonstrate the contribution the Gainesville Sport Organizing Committee was making to Gainesville, he finally found some money to fund us to do a series of eight event studies for him. For 18 months, we surveyed a range of events from youth soccer and softball to adult archery and a national level synchronized swimming event. Much of the data were the usual visitor style study statistics on expenditures, accommodation type, nights/days in the community and so forth. However, when you examined them over the 6-8 events you could begin to see the contribution that the GSOC had for Gainesville (Gibson, Kaplanidou & Kang, 2012). This project coincided with the 2008 recession and Jack asked us to include some questions on willingness to travel to participate as gas prices topped $4 (USD) a gallon and money was tight. Our data showed that at least for youth sport events, parents were willing to make sacrifices for their children and cut back on their own participation. This was likely one of the first projects to show that youth sport events are a resilient tourism sector during economic downturns. The other realization I had was tied to the growing focus on sustainability and tourism and triple bottom line thinking. It occurred to me that while much of the focus in sport tourism had been on economic impact and our expenditure data could definitely contribute to this, as more scholars were critiquing the mega

sporting events such as the Olympic Games and the FIFA World Cup, following Higham's (1999) ideas about small-scale events as an alternative to the resource intensiveness of hosting mega events, that the work of agencies such as the GSOC could be considered a form of sustainable tourism development. The fact that the GSOC used existing facilities around town, provided a training ground for our students in the form of internships and volunteering and generally contributed to the quality of life of the community, I could see that the contribution was not just economic, but also environmental and social. Hence, our paper in *Sport Management Review* on small-scale events as a form of sustainable tourism was born (Gibson et al., 2012). Once again, the road to publication was not easy. One of the top sport journals rejected us as our data were too descriptive, even though they told a story and our theoretical framing was strong, not to mention the innovativeness of the topic. This was one of the first if not the first paper in sport management to empirically investigate sustainability in a sport event context.

Returning to my Roots: Active sport tourism and the Event Travel Career

I have definitely "cherry picked" some of my contributions to sport tourism through the years and I will now fast forward a few years to showcase work that returns to my original focus on active sport tourism and behavior. Much of this work has been conducted in collaboration with my PhD students and in many cases became their doctoral dissertations. Seohee Chang's (Chang, 2009 Chang & Gibson, 2011) focus was on the leisure-tourism continuum. Certainly, in sport tourism, participants are typically active in their daily lives and use their vacations to travel to destinations where they can pursue their favorite sports in different conditions, whether this is escaping the winter snow for golfers, or in search of snow for skiers and snow boarders. However, few people had examined the connection between leisure behavior and tourism choices in the context of sport tourism. Seohee incorporated enduring involvement a concept that had a long history in the leisure studies literature but had only just started to emerge in tourism and sport studies.

Don Getz is another scholar who was starting to pull concepts from leisure studies such as social worlds and serious leisure and combine them with concepts from tourism such as the travel career pattern (Getz, 2008). In 2008, he started writing about the Event Travel Career (ETC) which was empirically investigated in cycling and running contexts (e.g., Getz & McConnell, 2011). The idea here was that for active sport tourists, many of whom were travelling to take part in events such as cycling, triathlon and running, seemed to adopt a career like pattern in their participation both in terms of their sport involvement and in the tourism characteristics they sought in an event destination. Three of my former students were attracted to the ETC and have made contributions to further the concept in different sports. Rick Buning (Buning, 2014) focused on cycling and in a mixed methods study suggested what he called the Active Sport Tourism Event Career (ASTEC) showed that participation for cyclists was not necessarily linear that sometimes participants had a break or reframed their engagement in the sport at certain periods in their lives (Buning & Gibson, 2015; 2016). Mona Mirehie was also attracted to the idea of progression through active sport tourism, this time for women in the context of skiing and snowboarding (Mirehie, 2018). In contrast to Rick who used social worlds to denote career stage, Mona used enduring involvement and well-being to examine the relationship between active sport tourism participation, progression, and wellbeing. Similar to Rick's study, Mona also found that progression in snow sports for the women she studied was not linear (Mirehie & Gibson, 2020 a). She also found evidence to suggest that travel, notably active sport tourism contributed to wellbeing for these women (Mirehie & Gibson, 2020 b). Most recently, Xue Yan a master's student examined the ETC in the context of marathon participation (Yan, 2021). She was also used enduring involvement to denote career stage but she was interested in the influence of Lamont, Kennelly and Wilson's (2012) idea of competing priorities acting as constraints on the ETC of these marathoners. She found that enduring involvement was a good predictor of ETC stage and however, as might be expected for participants involved in a sport like marathon running that most of them were able to negotiate most constraints on their running. However, she did find that competing priorities are more restrictive for female marathoners in the pursuit of an ETC than for males.

Where to Next?

I have included work with my students as part of my contributions to sport tourism as I think that at a certain career point you become the mentor, collaborator, and refiner of ideas as you work with your students. I am proud of their contributions to the ETC and hope that this is the start of long careers in academic research where they will also get a chance to work with great students. I continue to generate original ideas in sport tourism with one such project being a focus on youth sport families in terms of their travel planning and execution but also the way that having a child or children in youth sport dominates all aspects of family life including family vacations. This work is quite pertinent right now as many communities in the US engage in sport tourism development through youth sport by building specialized facilities that are often paired with hotel and restaurant development. So, there is still work to be done and it will be interesting to see where the path takes me next as I work with future graduate students.

Written by Heather Gibson, University of Florida, United States
Read Heather's letter to future generations of tourism researchers

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43. ROLE AND IMPACT OF SOCIAL MEDIA IN TOURISM – Contributions by Ulrike Gretzel

In this chapter I will summarize my contributions to understanding social media. I feel passionate about my research on social media because social media have changed the way we shop/consume (Zhou, Zhang & Zimmermann, 2013), learn, play, work, explore our identities and express our creativity, socialize, date (Finkel et al., 2012), find out about new trends and world events (and the latest gadgets), support causes and create movements, entertain ourselves, do research (Kozinets, 2020), fuel and follow our passions (Kozinets, Patterson & Ashman, 2017), find support, celebrate, grieve, and build our legacies; and, of course, they have revolutionized the way we travel (Gretzel, 2018). Social media have allowed me to stay in touch with family and friends, connect with new friends and colleagues, share my interests with others and join communities I never knew existed, learn about people and places, find out about hidden travel gems, and post lots of cat pictures. My drive to capture meanings and effects of social media use therefore emerges from a deep personal need to make sense of the world around me.

Besides these impacts on individual consumers, social media have also transformed the way tourism businesses and destinations can market. Social media provide especially smaller establishments and micro-entrepreneurs around the world with new opportunities to be seen and heard and to understand and connect with potential and existing customers. Importantly, social media platforms gave rise to new technological innovations like augmented reality that are revolutionizing the information landscape for consumers and businesses alike. At the macro-level, social media have not only helped create new economies (e.g., the sharing economy or, more generally put, the reputation economy) and new forms of value (co-)creation (Vargo, Maglio, & Akaka, 2008), but they have also led to significant social and political change across the globe.

At the same time, social media have brought the worst out in people, businesses, and society. They have enabled new forms of scams and identity theft, led to misinformation, discrimination, bullying, envy, hate crimes, filter bubbles and increasing polarization, have interfered with elections, and have enabled the emergence of new tech giants and new economic dependencies as well as new forms of censorship. They continue to challenge our privacy rights, make us buy junk, chain us even more to our technological devices, and sometimes keep us from experiencing RL (real life). I have been stalked on social media, have spent way too much time scrolling through feeds, and have bought unnecessary items. And I often see and hear about the negative impacts social media can have on tourism businesses and entire communities, whether it is Airbnb contributing to housing shortages or influencers leading mobs of tourists to formerly pristine areas (Gretzel, 2019).

Both aspects of social media, the good and the bad, make it absolutely critical to understand social media as more than just technological applications. My research has tried to grasp what social media are, how they are being used by whom and for what purpose, how they facilitate but maybe also hinder certain human behaviors, how they shift power, what dependencies they create, why they are so persuasive, what promises they hold in terms of making our lives better, and how they might develop in the future. And tourism is an important application area in which to study social media as a phenomenon because it provides a context in which exploration (but also stupidity, see Pratt & Tolkach, 2020), desire, mobility, risk, social dynamics, etc. lead to unique information and sharing needs and behaviors on the consumer side, while hyper-competition, fragmentation and volatility create an industry context in which social media applications seem to particularly thrive.

Social Media – A Research Journey

My social media research journey began organically while investigating the impact of the Internet on tourism. At the time, virtual travel communities sparked my interest in travel information that was not created and promoted by traditional tourism intermediaries. However, it was not until 2006 that my interest in social media research became more focused. Two important things happened that year: 1) I was introduced to CyWorld by my Korean graduate students, who also convinced the Korean Tourism Organization to invite me to speak at the inaugural Korea e-Tourism forum about the travel stories consumers increasingly create and share online (Gretzel, Lee & Lee, 2006); and, 2) I met a group of enthusiastic people from a relatively unknown travel start-up at a conference for destination marketers in Austin, Texas who were there to convince people that their platform, TripAdvisor, would revolutionize the travel industry.

These occurrences led (besides a life-long passion for all things Korean and an addiction to social media) to formal research projects with the respective organizations and the start of a research program. The research report written for the project with TripAdvisor was the first empirical research study on online travel reviews and continues to be available on the TripAdvisor website (Gretzel, Yoo & Purifoy, 2007). Up to this point, fifteen years later, this research interest in social media has continued to keep me extremely busy because of the fast-paced and complex evolution of social media.

Social media have grown and developed in unexpected and profound ways. While my research on social media has explored many avenues and aspects connected with these technologies, there are many areas that remain virtually untouched and require examining, while others warrant re-examining. In this chapter I outline some of the streams of research to which I have contributed so far.

I wanted to depict my personal research journey in relation to social media in a somewhat systematic way to help others explore some of the topics I have been interested in. Over the years, I have written over 100 social media-related contributions that span journal articles, edited books, book chapters, conference papers, industry publications, commentaries, and even a published poem about popular hashtags. Figure 1 depicts the words that most frequently appear in the titles of these publications.

Figure 1. Word Cloud of Publication Titles.

Figure 1 shows that besides addressing social media and consumer-generated media in general ways, I have done a lot of work on online reviews and have looked at impacts from consumer as well as operator and destination marketing perspectives. It also shows that I have explored social media in different geographic contexts, including China, Australia, and Iran. And, while the analysis of textual elements of social media has

always been a focal area of my research, visual elements and practices (travel photos, selfies, emojis, videos, etc.) have become an ever more important part of my social media-related research interests in recent years.

Looking more broadly at these publications, my social media research addresses six different lenses through which social media can be understood. Three of these lenses pertain to the technological foundations of social media and to the informational landscape they create. The other three speak to the human side of social media and describe the social and cultural phenomena that emerge from their use (Figure 2). The six lenses or ways of understanding are, of course, highly interconnected and the diagram depicted in Figure 2 suggests that the human activity feeds back into the technological and informational infrastructure through the digital traces it creates. Thus, both technological and human perspectives are needed to grasp the complexity and dynamic nature of social media.

Figure 2. Social Media Research Themes.
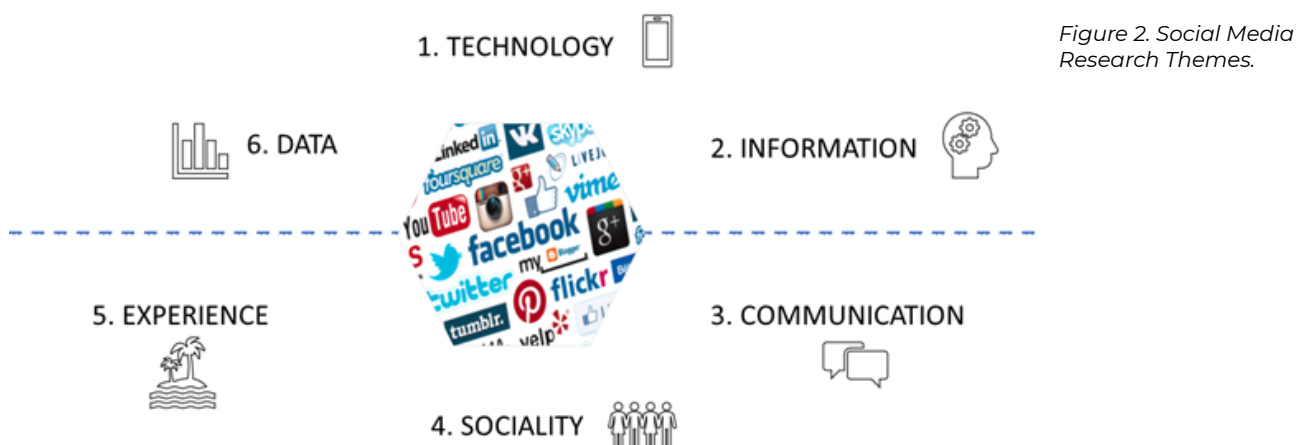
Before diving into the specific themes I explored using these lenses, I would like to note that there were a few publications that did not fit this classification. First, I have published articles, chapters and two edited books that give broad overviews of social media in tourism and therefore cover several, if not all, of these themes. They are listed in Table 1. The latest addition to this list is a co-authored review paper that examines general trends in the social media in tourism literature (Zarezadeh, Rastegar, & Gretzel, 2018). Second, I have one publication that looks at social media from a learning and teaching perspective (Isacsson & Gretzel, 2011). Unfortunately, I never pursued this specific theme further despite its obvious importance.

Table 1. General Social Media Publications.

General Social Media Publications

Sigala, M., Christou, E., & Gretzel, U. (Eds.) (2012). *Social Media in Travel, Tourism and Hospitality*. Brookfield, VT: Ashgate.

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Social Media as Technology

The first lens refers to my work on social media in tourism that seeks to understand social media as technologies. This means looking at Web 2.0 technologies as the base on which social media are built, examining specific platforms like TripAdvisor, and investigating and classifying the technological affordances that shape social media use. I have also explored the relationship between social media and other technologies (smartphones and camera-technologies like GoPros, see Dinhopl and Gretzel, 2016) to understand the wider social media and device ecosystem and its implications for tourism.

Looking at social media as technologies also involves understanding their adoption and use. I have investigated this topic from consumer and organizational perspectives. A main thread in this research stream is how adoption is shaped by national and institutional contexts. Another key topic is whether social media allowed tourism providers to "leapfrog" earlier stages of Internet technology adoption and establish their online presence solely through social media. Finally, as a persuasion scholar, I have also examined social media as persuasive technologies. Specifically, I have conceptualized the potential of social media to induce behavioral change (e.g., regarding food waste and overtourism) and to support tourism-related activism through affordances that facilitate collective action (Gretzel, 2017).

Table 2. Social Media as Technology.

Technological Foundations

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Social Media as Information

Social media platforms and applications differ from other Internet technologies because of their emphasis on the creation, sharing and curation of consumer-generated media (CGM). My research has focused on understanding the characteristics of CGM (especially their perceived trustworthiness), the motivations and traits of their creators, and their role in travel information search and decision-making processes (Table 3). Most of this research has focused on online travel reviews. My papers on false reviews were the first in tourism to investigate the phenomenon and formed the basis for later efforts by others to inform automated false review detection.

The publication that most stands out in this section is Xiang and Gretzel (2010), because it was one of the first to define social media for the tourism context and draw attention to their increasing importance and impact in the travel domain by illustrating the extent to which social media were starting to dominate travel information search. My recent work related to this theme of social media as information looks at the impact of mobile technology on consumer-generated media creation, specifically that of online travel reviews (Mariani, Borghi & Gretzel, 2019).

Table 3. Social Media as Information.

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Characteristics and Perceptions of CGM

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Social Media as Communication

As a tourism researcher with a PhD in Communications, looking at social media from a communication perspective is of great importance to me. Three distinct sub-streams of research belong to this theme: 1) social media as a language and rhetorical device; 2) marketing communications using social media; and, 3) communication flows mediated by travel opinion leaders and influencers (Table 4). I have adopted a linguistics lens to examine the peculiarities of social media language, such as emojis and hashtags. More recently, I have followed the visual turn in social media, with images and videos increasingly replacing text (Ge & Gretzel, 2019). In addition, I have looked at social media contents using rhetorical theory to understand argumentation and persuasion in social media contexts. Humor embedded in posts and memes plays a crucial role in grabbing the attention of social media users and eliciting engagement in the forms of likes, comments, or shares.

How to effectively market tourism services and destinations using social media is an issue with which many tourism marketers continue to struggle. Conceptualizing social media marketing communications as conversations and value co-creation opportunities that require unique approaches and extensive organizational commitment has been my focus in this research stream. Opinion leaders and influencers who translate the vast amount of available travel information into bite-sized, entertaining, and relevant contents for their loyal followers are increasingly mediating communication flows between marketers and consumers. I have been following this phenomenon for over a decade now, starting with key opinion leaders in China. Understanding the role of these influencers in destination marketing is a central theme in my current work (see Femenia-Serra & Gretzel, 2022).

Table 4. Social Media as Communication.

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Social Media as a Form of Sociality

Social media get their name from their ability to connect people, and from the opportunities they provide for users to share content and socialize, i.e., discuss, debate, organize, show off, argue, and commune, online. The social aspects of social media are especially relevant for tourism as an activity that creates and fosters bonds and for which storytelling and information sharing have always been central aspects. In this context, I have looked at identity construction in online communities and among bloggers. Most of my research on online sociality has focused on the fans of TV shows that use social media to organize as a community that often engages in travel. Most recently, I have become interested in the #vanlife community as a neo-tribe with a very strong emphasis on social-media sharing (Gretzel & Hardy, 2019). My research on social media-facilitated sociality has also looked at the relationship between travelers and tourism providers/destinations. It has found that it is a rather complicated one that requires careful management because it is often short-lived and derives from a complex mix of functional and emotional needs. Table 5 provides specific references for the two sub-topics within this lens.

Table 5. Social Media as a Form of Sociality.

Identity Construction, Cyberfandom & Neo-tribes

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Relationship with tourism businesses and destinations

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Social Media as Experience

Social media can also be viewed from a phenomenological perspective, as an increasingly central part of human experience in everyday life and during travel. Social media impact tourism experiences and create new forms of touristic experiences. Through this lens, I have explored how social media influence the tourist gaze, how they shape experiences before, during and after the trip, and how they change tourism in specific contexts, such as city tourism and adventure travel (Table 6). In relation to the tourist gaze, I have been interested in selfies as a particularly prominent way in which social media impact on touristic practices. In Dinhopl and Gretzel (2018), we show that social media audiences are internalized and guide every detail of the experience, from planning to post-trip social media sharing. My other work has also shown that these impacts span all phases of the experience, from the dreaming phase to trip satisfaction (Sedera et al., 2017) and post-trip memory work.

Table 6. Social Media as Experience.

Social Media-Enabled Tourist Gaze

Gretzel, U. (2010). Travel in the Network: Redirected Gazes, Ubiquitous Connections and New Frontiers. In Levina, M. & Kien, G. (Eds.). *Post-global Network and Everyday Life*, pp. 41-58. New York: Peter Lang.

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Impact on Experiences Beyond the Trip

Gretzel, U., Fesenmaier, D. R., Lee, Y.-J., & Tussyadiah, I. (2011). Narrating Travel Experiences: The Role of New Media. In R. Sharpley & P. Stone (Eds.), *Tourist Experiences: Contemporary Perspectives*, pp. 171-182. New York: Routledge.

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Specific Experiences

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Social Media as Data

Social media activities lead to digital traces that, when collected for research purposes, become data. This data fuels the algorithms of social media platforms but can also (at least to some extent) be extracted and interpreted to derive research insights and marketing intelligence. While I have used many different kinds of approaches to analyzing social media data, netnography has become my method of choice because it allows me to keep contextual information intact and to derive rich and meaningful insights. Table 7 lists some of my netnography work in tourism that was not included in any of the previous tables.

Doing research on social media and research with social media has sensitized me to specific data quality issues, which are starting to receive attention in the tourism literature (Xiang et al., 2018). For instance, numerical ratings in online travel reviews do not necessarily correspond with the sentiment expressed in the review text (Jiang, Gretzel & Law, 2010). And established approaches like semiotics, which has gained in importance as social media data have become more visual, need to be adjusted to fit the social media context and need to address the ethical considerations necessary for social media research (Ge & Gretzel, 2022).

Table 7. Social Media as Data.

Netnography

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Social Media Data & Analysis

Jiang, J., Gretzel, U., & Law, R. (2010). Do Negative Experiences Always Lead to Dissatisfaction? – Testing Attribution Theory in the Context of Online Travel Reviews. In Gretzel, U., Law, R. and M. Fuchs (Eds.), *Information and Communication Technologies in Tourism 201*0, pp. 297-308. Vienna, Austria: Springer Verlag.

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Marketing Intelligence

Gretzel, U., Lee, W. & K.S. Lee (2006). Listening to the Stories Consumers Tell. *Proceedings of the Korea e-Tourism Forum*. Seoul, Korea, September 8-9, 2006.

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The Future of Social Media Research

Reflecting on my social media-related research journey fills me with gratitude to all my wonderful collaborators and co-authors. Very often it was them who charted the paths forward and it was their passion that inspired me. Thinking about the different themes that I have explored with them also makes me feel antsy because it is pretty clear that there is so much more that warrants investigation. Given the dynamic nature of social media, I realize that many themes remain underexplored and that many of the topics should be re-investigated as social media technologies and use cultures continue to evolve. Thus, while it is nice to summarize my research in this area and emphasize my contributions, I see the greatest value of this exercise in providing a research framework that illustrates different ways of understanding social media and, thus, can help with identifying research priorities and gaps.

I often get asked about the future of particular platforms or types of CGM. My answer is always that social media will continue to take on new forms and will transform our lives in ways that we cannot yet anticipate. But I also add that one thing is for certain: they are here to stay and will continue to shape tourism in

wonderful as well as disruptive ways. Thus, there will be no shortage of social media-related research topics in the future.

Written by Ulrike Gretzel, University of Southern California, USA
[Read Ulrike's letter to future generations of tourism researchers](#)

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44. ETHNOGRAPHIES OF TOURISM IN THE GLOBAL SOUTH - Contributions by Carla Guerrón Montero

Introduction

When I was a child growing up in Quito, Ecuador, my parents had the wisdom and economic resources to buy my sister and me a copy of the *Children's Encyclopedia* (1971), an illustrated Spanish encyclopedia. One of its volumes had short stories about children from all over the world—Nigeria, Sweden, Mexico, Ireland, Ghana, the Netherlands, Poland. These stories fired my imagination. Growing up in Ecuador as a middle-class mestiza child, I did have the opportunity to travel around my small country—to the beach, the Andes, and the Amazonian region—but not internationally. The *Children's Encyclopedia* was my first introduction to a wider world.

Decades later, when I visited Mexico for the first time to attend a conference as a graduate student, the first thing I bought (after having a real taco from a street vendor) was a small ceramic piggy bank, identical to the one made by Crucita, a character in one of the stories I read in the encyclopedia (De Brannif 1971). It was then that I realized how powerfully I had been moved by the images, objects, and ideas in the stories I had read as a child. They had introduced me to different ways of seeing the world.

It was not a surprise, then, at least not to me, that I decided to become an anthropologist upon graduating from high school. I was the first person in my nuclear family to attend university, and the expectation was that I would pursue a more traditional career, such as law, medicine, or perhaps engineering. "My little child, you are going to starve with your career choice," was my father's mantra in those days. Happily, I proved my beloved father wrong. He still tells me that he is so pleased that I did.

It was a surprise, however, when tourism ended up as the main focus of my research. In this chapter, I reflect upon the unforeseen route my anthropological journey took. It begins with a consideration of the specific challenges of conducting ethnographic work on tourism. It then moves on to discuss my contributions to tourism studies and the anthropology of tourism.

How Ethnography and Tourism Came Together in My Trajectory

Today, Ms. Melva explained to me why she thought tourists loved

Bocas del Toro: it is because tourists love to walk barefoot everywhere,

and here they can do that, even in restaurants and bars.

She does not even advertise her restaurant/bar and has more

clients that she can handle (Fieldnotes C.G.M., April 10, 2000)

Upon graduating from university in Ecuador, I received a fellowship to study for my Master of Arts degree in the United States and later found a way to continue for a doctorate. In Ecuador, my training had followed a classic approach to anthropology. I studied gender, racial relations, and economic development in a small

Afro-Ecuadorian town for my *Licenciatura* and M.A. degrees and planned to continue on that path in my doctoral studies. But a casual comment by my doctoral advisor, the late Philip D. Young, revealed that I was not *expected* to return to Ecuador to carry out my dissertation fieldwork. Indeed, I had no idea that exploring the world—my dream as a child—was a real possibility, one that could be realized through my professional choices.

My advisor suggested that I consider Panama, the place where he had conducted fieldwork for decades. I started reading about this Central American country and, more specifically, about a place with an unusual name: Colón Island in the Archipelago of Bocas del Toro, on Panama's Atlantic coast. I planned to continue to study the African diaspora through gender and racial relations, this time in an island environment. The Archipelago of Bocas del Toro was a fitting choice for this endeavour, as it is an ethnically diverse location and a site of great historical importance for the African diaspora.

My first visit to the Archipelago in 1996 revealed that, one way or another, tourism was transforming the lives of the local population and that, regardless of the questions I had developed for my fieldwork, I needed to take the tourism industry seriously. This presented a problem because I was not aware that tourism was a phenomenon that could actually be studied from an anthropological perspective. I also did not think that tourism was necessarily the most exciting or relevant subject for an anthropologist. My view at the time coincided with the general attitude of a section of the anthropological community, which did not recognize tourism as an established research topic. Although traveling somewhere else had been deemed essential in anthropology almost since its beginnings as a discipline, it was not until the 1960s that anthropologists considered tourism and travel subjects worthy of analysis, and then only in the U.S.

There were two main reasons for this attitude. First, anthropologists argued that our experiences and motivations were not comparable to those of tourists, and therefore it was not appropriate to associate anthropologists with tourists. Second, the subject of tourism itself was not viewed as a serious research topic both intellectually and ethnographically. Even though tourists and anthropologists encountered each other everywhere they went, anthropologists perceived tourists as an undesirable nuisance (Guerrón Montero 2019). These negative attitudes toward tourism as an appropriate field of study, combined with the denial of the overlapping identities of tourists and anthropologists, was part of a more extensive history of distancing in anthropology—distancing from missionaries, colonial authorities, colonial administrators, and those whose activities were dangerously similar to the anthropologists (Crick 1995:210-211).

By immersing myself in the literature of tourism studies, I realized that tourism could be a vehicle for understanding some of anthropology's most basic and pressing questions about humanity: what it means to be mobile or immobile; how peoples resolve economic, social, cultural, and political needs; how different groups engage with those they call outsiders. Tourism also opens a vital window onto world politics and economics. You simply cannot ignore it. The questions raised and insights gained when anthropologists conduct tourism research can be applied to other topics in anthropology and different fieldwork situations. However, when they are applied to the person of the fieldworker [. . .] they are given an edge by the fieldworker's proximity to the tourists. The result is an interrelated set of arguments about the kind of knowledge that comes from consciousness of such proximity in the fieldwork situation (Strathern 2010:80).

It became clear to me that it was essential to study tourism as a cultural phenomenon and an industry. I also came to believe doing so would contribute to the subdiscipline of the anthropology of tourism and tourism studies. I was convinced. But it took time and effort to convince my scholarly community. I often found myself having to justify this choice to both my professors and my colleagues. It did not help that I was studying tourism in a stereotypically Caribbean island paradise, complete with friendly natives, striking blue waters, soft white sand, palm trees, coconuts, and even calypso music. Many doubted ethnographic research in such a place counted as research. I suppose it sounded too much like a vacation.

But off I went for my first experience in analysing tourism from a critical perspective, using ethnography as my primary methodology. The theoretical approach combined anthropological political economy with a decolonial, constructivist perspective. The concepts developed by U.S. anthropologist Edward Bruner were

beneficial, especially the idea of the touristic borderzone, defined as the place and time of the encounters between locals and tourists, who both engage in a performance as if they were on a stage (Bruner 1996). To apply this concept to my work, I needed to identify places and moments where these encounters occurred, which I called contact zones (Pratt 2007). This required me to engage in several activities that allowed me to understand how the touristic borderzone operated. I observed the interactions between hosts and guests and how those interactions contributed to the construction of malleable Afro-Panamanian identities. Thus, I went on numerous and diverse tours in addition to daily participant observation in all the places where the locals led their lives. I visited the lobbies of hotels and hostels and interviewed their owners; I went to restaurants, bars, and discotheques. I also took scuba diving courses with tourists and worked as an assistant at the first Internet café in Bocas del Toro.

To date, I have dedicated more than 20 years to studying the entanglements of tourism, identity construction, and nation-building in Panama, including comparative research with Carriacou, Grenada (Guerrón Montero 2011, 2015) and Ecuador (Guerrón Montero 2020a). I have seen how a nation-state appropriates tourism and how ethnic groups respond to it. Tourism has been a vehicle for understanding nation-building through cuisine (Guerrón Montero 2004, 2012), music (Guerrón Montero 2006), community organizing (Guerrón Montero 2005), and local/national identity construction (Guerrón Montero 2009).

More recently, my studies have revealed how other marginalized ethnic groups appropriate tourism to attain sovereignty. This is the case with quilombolas, members of quilombos in Brazil. Quilombos are communities composed of peoples of African, indigenous, and European descent, often escapees from slavery in the early days, who constructed independent societies outside the plantation system. Over the years, these communities have gone through a notable transformation, from being sites for fugitives and criminals to centres of Afro-Brazilian resistance and ethnic identity *par excellence*. Starting in the mid-2000s, some quilombos developed tourism ventures and opened up their communities to visitors. Thus, while Brazilian quilombolas' engagement with the tourism industry is still nascent, tourism has become one source economic development for quilombos..

At one of the quilombos I researched in the state of Rio de Janeiro, the quilombolas see tourism not only as a source of revenue but also as a platform for showcasing a carefully curated representation of their culture as dynamic, sovereign, and resistant, as well as showing how the present interlaces with the past. Tourism allows them to highlight their alliance with the larger struggles of the Africa diaspora. Through it, they can offer tourists a different reading of their history as enslaved populations and present their efforts as never-ending. Their fluid tour narratives preserve selected aspects of their cultural history while creating new ones as means of resistance, interconnectedness, and sovereignty (Guerrón Montero 2017, 2020b, 2021).

Far from being an outlier in the field of anthropology, tourism studies have proven a potent tool for a better understanding of societal and cultural change.

The Anthropological Self as Research Instrument

While tourism studies are a fruitful branch of anthropology, they are not without their challenges, including the relationship between researchers and those with whom researchers work. Tourism fieldwork is at the same time a 'contact zone,' (between fieldworker, tourist and local; between different tourists; and between contesting subjectivities and roles on the part of the fieldworker), and an 'auto-ethnographic space' (blurring and complicating the distinctions between home and field, personal and private, tourist and ethnographer) (Andrews and Gupta 2010:3; Andrews et al. 2019). Given that the anthropological self is the research instrument in ethnography (Crick 1995), understanding how ethnographers insert themselves in tourism work is a substantive part of tourism research. Here I offer a quick discussion of this topic to clarify how the manner in which I positioned myself and was positioned in my field site influenced my findings and my contributions—my reflexivity but also my outlook on life.

Being an anthropologist of tourism puts one in an interesting position. There are many similarities between the nature of fieldwork and the nature of tourism. Crick (1985) wonders, what is the difference between being an anthropologist, being a tourist, and being an anthropologist studying tourism? (1985:74). The proximity between tourists and fieldworkers makes many anthropologists uneasy. Anthropologist fieldworkers and tourists alike go somewhere else—the anthropologists to their field sites, the tourists to their destination. Anthropologists doing fieldwork and the tourists they study are both out of place when they are at those sites (Strathern 2010). In addition, the relations between tourists and anthropologists are as complex as those between hosts and guests. As Cipollari (2010) notes, on one side we have anthropologists observing tourists who are in turn observing locals, who observe both tourists (to gauge their needs) and anthropologists (to understand what is worth observing). On the other side, anthropologists observe locals too and analyse their observations and adaptation or reaction to tourists (2010:32).

There are many insights to be gained from researching tourism as a fieldworker. Here, gender and racial identities of the fieldworker affect the way tourists, hosts, and guests interact with and learn about each other. I identify as a cisgender female mestiza; I was considered a white Latina in ethnically diverse Bocas del Toro. Furthermore, while real-life relationships are much more complex than a binary distinction between hosts and guests would allow, that is how Bocatoreneans saw their world when I first entered the field. I was placed in the middle. I was considered an outsider, but an outsider who was able to understand and care about the lives of Bocatoreneans. While I was not a "halfie anthropologist" (Andrews and Gupta 2010), locals trusted me and assumed a shared identity because of our common Latin American origin. There was also a degree of respect for the efforts I made to understand life in Bocas del Toro. My gender and ethnicity were a given, but so were the similarities between myself as a female anthropologist of some means and tourists in a tourism destination. The difference between being an anthropologist, a tourist, and an anthropologist studying tourism was sometimes blurred in the eyes of locals and tourists, and sometimes even in my own eyes.

Another complication had to do with prescribed gender roles. Working in the context of a society that carefully mandates different codes of behaviour for men and women, I quickly understood that I had to respect those boundaries. I also realized that I needed to separate myself from the tourists and lifestyle migrants that populated the island. Despite my numerous interactions with fleeting tourists and more permanent lifestyle migrants, it was necessary to demonstrate my unequivocal alliance with Bocatoreneans, who, for the most part, felt unfairly treated by local authorities who catered to the newcomers. Having been raised in Latin America, I realized there were numerous conventions I was expected to follow. I chose to abide by those conventions. Upon reflection, it is clear that I could have challenged those expectations. Doing so would have elicited different responses and reactions—possibly more acceptance at times or more rejection at other times.

Then why did I abide by the gendered norms of Bocas del Toro? One crucial reason was that I needed to signal that I was not an outsider searching for a casual affair or a longer-term romantic relationship. This was important because, for most Bocatoreneans, white women and men are highly desirable short- and long-term romantic partners due to their physical appearance and assumed economic advantages. As Rodrigo, an Afro-Antillean man who was a notorious womanizer explained to me:

The white Europeans are corrupting the young men. You know, if you go to a disco or something, you know that we are used to paying for the beers that we offer to women. [European women] get really upset, they want to be the ones to pay, so the young men now say: Yes, I am going to look for a *gringa* because she always wants to pay for me. She is the one who maintains the man. So the young guys now don't look for *Latinas* anymore because they are not going to do that, so now all that these guys have in mind is looking for a *gringa*, seeing if she has money, and trying to conquer her, because if she has money, I am set, you know? (interview R. B., January 14, 2000).

Women visiting Bocas alone, especially white western women, were assumed to be on vacation, accessible, and needing a local companion. White couples or families were perceived as safer, more stable. I was

married at the time, and for the first eight months of my research, my then-husband accompanied me in the field. This demonstrated to men and women in Bocas that I was trustworthy. When I was conducting research accompanied by my then-husband, I was seen as safe by both sexes and could enter male- and female-centred spaces. When my husband left Bocas for the remaining twelve months of my first extended stay, I found ways to signal through behaviour and appearance that I was not the usual tourist or that I was not in search of male companionship. I was seen as a white Latina woman who was on her own; my behaviour had to demonstrate that I was safe and stable. For example, I only participated in events at night when accompanied by women from the island. If I were to interview someone at the small suite that I rented from a family, I had to have the doors open and take chairs out onto the patio so everyone could see me, especially if I was interviewing a man. If the interview was not at my home, then it had to be held in a public place.

I thought I had succeeded in showing I was safe for men and women on the island to interact with me by abiding by the established code of conduct. Yet, I was surprised to learn, for example, that the husband of one of my best friends in Bocas asked her for permission to go with me and another friend for a beer one night as a way to thank me for my help in a project. There were double standards and patriarchal hierarchies in those relations. In an effort to be careful about what people would think of me, perhaps I opted for being too cautious about not overstepping the bounds. But I think I am not alone in choosing a conservative approach. The father of structural anthropology, the famous Claude Leví-Strauss, noted in his memoir *Tristes Tropiques* (1961) that, "at home, the anthropologist may be a natural subversive, a convinced opponent of traditional usage: but no sooner has he in focus a society different from his own that he becomes respectful of even the most conservative practices" (381). Having to make these choices is one among many difficult ethical dilemmas anthropologists confront.

My choice of clothing was another manifestation of my understanding of Bocatorenean society's code of behaviour. One of the most vocal complaints of Bocatoreneans about the tourism industry was that tourists treated the islands as big vacation resorts. While I wore comfortable clothes, I also made sure my clothes were always ironed and clean. I made every effort not to look like the stereotypical tourist on vacation: no shorts, t-shirts, flip-flops, and indeed, never walking barefoot in public. Yet in spite of my efforts to comply and blend in, I believe my identities as anthropologist and tourist overlapped (cf. Crick 1995), as summed up in one comment made by an Afro-Antillean friend: "Carla, I wish all the tourists who come here were like you."

The situation was different in Brazil. Anthropologists have been instrumental in the legitimization processes of quilombos (Guerrón Montero 2020c), so quilombolas were thoroughly familiar with the work and role of anthropologists. My identity was thus tied to my profession in that country, while my marital status was not an issue. However, I was viewed differently from other anthropologists because, even though I came from the privileged space that being a faculty member at a U.S. institution of higher education affords, I was born in the Global South, just like the quilombolas. My reception at the quilombola Campinho da Independência (Rio de Janeiro) was also tied to my commitment to social justice, which I demonstrated by working closely with quilombola leadership on quilombola curricula and other relevant projects. This also helped me distance myself from the all too valid perception that researchers study quilombo communities only for professional gain, without contributing anything in return.

The experiences described in this section represent a mere glimpse at the complexities of carrying out ethnographic fieldwork in tourism research. My intention is not to resolve such questions here but to simply reflect on the practice of ethnography and on the tremendous emotional involvement that fieldwork entails.

The Power of Ethnographic Research on Tourism

Despite its inauspicious beginnings, as outlined earlier in this chapter, the anthropological scholarship

on tourism has contributed significantly to tourism studies. These contributions are relevant to several topics of interest: understanding tourism's effects on host communities; the role of travel for individuals; power relationships in tourism developments; heritage and culture commodification; types of tourism and tourists; and the relationships between tourism and ethnicity, identity, material culture, nationalism, and the environment (Guerrón Montero 2019).

My own research centres on how tourism contributes to identity formation through food, music, and racial and gender relations among Latin American populations of the African diaspora. I approach tourism from a critical perspective, viewing it as an agent capable of making and re-making the places where it occurs (Hollinshead et al. 2009). As an industry and a phenomenon, tourism is one of the primary contexts in which cultural identity is experienced, even by those who live in the countries being visited. Tourism leads to an interplay of resurgent national cultures that respond to its demands. It interrogates notions of tradition, shapes new spaces, and creates and renews relationships. My findings also indicate that multiculturalism, frequently invoked in connection with tourism, is not always liberating. It brings its own sets of tensions that can either destabilize or reinforce traditional hierarchies.

My scholarly contributions stem largely from the comparative in-depth ethnographic research I have conducted in four countries (tourism identities in Panama and Grenada, lifestyle migration in Panama and Ecuador, and quilombola tourism in Brazil). This research has produced a nuanced, fine-grained perspective on cultural heritage based on prolonged, intensive ethnographic fieldwork. This has allowed me to examine new modes of racial consciousness and agency, informed by cultural discourses and racially defined black mobilizations throughout the African diaspora. I view tourism as a complex, multidimensional, cultural phenomenon in addition to being an industry. Tourism is not empty—it involves peoples, places, and social practices entailing technology, economics, and advances in transportation.

Based on ethnographic emphasis and applying anthropological insights, methods, methodologies, and theories, my work has concentrated on the everyday lives of marginalized ethnic peoples in the African diaspora and the role of tourism in their lives. While I have analysed the experiences of tourists visiting the places I have studied and the motivations for becoming lifestyle migrants (Guerrón Montero 2020a), my focus has been on understanding how tourism becomes a vehicle for the development of specific kinds of institutionalized multiculturalism and nation-building/nation-branding projects. This path has taken me to comparative studies of Afro-Latin American populations by discussing Afro-Panamanian, Afro-Grenadian, and Afro-Brazilian groups in terms of identity construction, the myth of racial democracy, and their position within their nation-states.

More recently, I have engaged with developing more nuanced ways to think about categories too often presented in a binary way in the anthropology of tourism and tourism studies (Guerrón Montero 2022). A critique of the dualistic approach to tourism in the anthropological literature has been going on for decades (e. g., Boissevain 1996). Still, its import was lost in generalizations that now have become more complex. Currently, I am exploring how the perspectives of the epistemologies of the South can be applied to mobilities studies, such as the concept of autonomies of migration (Mezzadra 2004). These approaches more accurately capture what I have observed in the countries where I have worked.

Andrews and Gupta (2010) note that the world of reflexivity in academic contexts is still very much a women's preserve. While preparing this short essay, I realized my need to grapple with my multiple identities as a researcher and how tourism blurs into mobility and immobility. On a more personal level, I recognize that I have identified myself as a temporary migrant in the United States for more than twenty years, assuming (like so many migrants) that I would soon be returning to Latin America, and not thinking of the state of Delaware, where I have lived for 16 years, as *my community*. My identity as an anthropologist, temporarily residing in places with revolving temporary visitors (tourists), has blended with my identity as a self-assumed temporary migrant in the United States. I am pondering what I have gained and lost as a result of this mind frame. While I have not yet resolved these issues to my satisfaction, I am very grateful for having a space to reflect upon them.

Written by Carla Guerrón Montero, University of Delaware, USA

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45. BRANDING IN TOURISM ATTRIBUTES - Contributions by Bintang Handayani

Branding and service failure were the framework of references and experience that led me to the world of the researcher. I was hoping that if people were like me after reading Wally Olins' work, there would be no misuse of branding. My perspective on branding stems from a spectrum of service failure. In analyzing the branding, I used my own reference framework and experience framework. I once had a bad travel experience, a so-called bad service in consumption experience of a branded service, and I discovered that branded offerings do not meet my expectations. As a result, I was intrigued by the concept of branding in relation to tourism attributes. With the hope of seeing a shift in the tourism stakeholders. I was also interested in testing the hypothesis that the allocation of a large budget for branding would be focused on R&D for service improvement. I was so taken with Wally Ollins' explanation of how branding should be, and how authenticity is crucial. However, after much struggle and frustration, I conducted mixed method studies on the impact of tourism attributes on nation-brand image, national identity, and behavioral intention (Handayani & Rashid, 2013). I expanded on Keller's theory of brand image (Handayani, 2016).

My dissertation provides a better understanding of the conceptualization of using brand image in the context of branding a nation and enriching its zeitgeist. It is best to avoid the tendency to create a single image for a nation. It is impossible to describe a nation without acknowledging its many facets. The multifaceted nature of a nation can be accommodated by the brand image theory. Thus, categorising a nation's numerous attributes as product-related or non-product-related may be plausible, lending support to Keller's brand image theory (1993). Keller (1993) identifies a set of associations as part of the brand image that represent promises about the brand's benefits, attributes, and attitudes. Favorability, strength, and uniqueness are all factors in this type of association.

The issue of determining the best way to establish Nation Brand Image is to implement more management in order to sustain overall service and hospitality. It also corresponds with the zeitgeist, which pushes global behavioural intention toward utilitarianism while also demanding authenticity. It was also argued that if tourism, as an experience-based industry, is to contribute to the formation of a nation's brand image, then the performance of not only what attributes are attached to it but, more importantly, why they are attached, requires an authentic essence. My research led to two conclusions: (1) the application of Nation Brand Image should focus on not eliminating, but rather maximising the multifaceted images of a nation's profiles derived from the experience-based industry; and (2) tourism and hospitality attributes should be supported as a national industry for an emerging nation. Future research could include tourist destinations in other parts of Indonesia as well as a different study context (e.g., in a different developing country) with different visitor samples, such as business travellers. Other techniques, such as structural equation modelling (SEM) and free association software, such as tag clouds, may be used in future research.

From my PhD research, I came to investigate the anti-mainstreams of the branding spectrum. I researched brand aversion. I didn't have time to write about it, but I read it thoroughly and came away with my naive mindset, the obsession with voicing out the sound of darkness, mourning, and gloomy days. I explored the stream of research about dark tourism, the Trunyan cemetery in Bali. That was the point at which I began working with Prof. Maximiliano E. Korstanje. We emphasize self-awareness and contemplation in our discussion of dark tourism. Our goal is for death sites like Trunyan Cemetery to be considered not only as emerging research streams, but also to highlight the various layers of dark tourism that Western scholars have overlooked. My contribution to the book consists primarily of anthropological perspectives on the proper life as seen through the tragedy of others. The book's three chapters discuss the development of

dark sites through the lens of smart tourism and suicide tourism through the lens of film-induced tourism (Korstanje & Handayani, 2017). The second project involves special interest tourism in Southeast Asia. We propose the development of halal tourism for non-Muslim destinations in the edited book (Handayani, Seraphin, & Korstanje, (2019).

Written by Bintang Handayani, Universiti Malaysia Kelantan, Malaysia
[Read Bintang's letter to future generations of tourism researchers](#)

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46. SINGLE WOMEN AND HOLIDAYMAKING - Contributions by Bente Heimtun

Introduction

My interest in understanding female singlehood and holidaymaking started in 2001 when I, at the age of 37, for the first time travelled alone. During the one-week stay in a Turkish beach resort, I started to reflect on why I did not enjoy this holiday much, I felt lonely, self-conscious and vulnerable. At that time in my career, as an applied tourism researcher, I had never thought about notions such as familism, ageism and singlism in relation to holidays (DePaulo & Morris, 2005; Gordon, 1994; Sandfield & Percy, 2003), concepts that later inspired my thinking.

My feminist research on gender and tourism started with my PhD in 2003. The focus was on the interrelationships between the holiday experience and social identities of gender, singlehood and midlife (Heimtun, 2007c). At that point, other dissertations had focused on similar issues (Jordan, 2004; Simmons, 2003; Small, 2002; Wilson, 2004) and a few studies had explored the market potential of older single women (Chirivella Caballero & Hart, 1996; Stone & Nichol, 1999), none of them, however, had the spotlight on midlife single women. Based on my PhD, I later conducted a survey among young single men and women. In 2016, I interviewed midlife single women about holidays with aging parents. Later in this chapter, I will explore these studies in some detail. Before doing this, I will present some of my methodological and theoretical underpinnings.

Methodological and theoretical framework

My research on single women and holidaymaking is interdisciplinary in nature, drawing on disciplines and subject fields such as sociology, gender studies and tourism studies. I position myself within a post structural feminist epistemology which involves a both/and logic (Lather, 1991). This logic makes it possible to build a bridge between relativism and realism that locates both 'systemic' power relations such as gender, class, race and sexuality, and 'localized, contextualized and pluralized' gender power relations permeating language and praxis (Aitchison, 2005, p. 220). I also draw on feminist methodology, which involves a critique of positivist tenets of objectivity and neutrality. Aligned with feminists, I argue for a situated and ethical knowledge production through reflexivity (Stanley & Wise, 2013). For me, this entails an awareness of my single status, gender and age and acknowledgement of their impacts upon the research process.

Feminism also advocates knowledge as the basis for social change (Ramazonõlu & Holland, 2002). My decision to study singles' holidays was based on a desire to produce knowledge that could change academics' and practitioners' knowledge. Contrary, to many feminist scholars who prefer qualitative methods, and who uphold the divide between quantitative and qualitative methods (Letherby, 2004; Oakley, 2000), I have contributed to the softening of this divide by acknowledging that methods are only tools (Heimtun, 2007b; Heimtun & Morgan, 2012). Thus, I agree that quantitative as well as qualitative data provide fertile knowledge in the struggle for social change (Leckenby & Hesse-Biber, 2007). Thus, my research on single women includes qualitative and quantitative studies.

I have drawn on several theoretical insights in making sense of single women's holiday experiences. One central theoretical framework has been a feminist reading of Bourdieu's 'phenomenology of social space'

(Heimtun, 2007c; McNay, 2004). In this reading, women's experiences are situated and lived within social spaces or fields. A field, such as tourism, is a 'structured space of positions' (Bourdieu, 1993, p. 72), which consists of a network of objective social positions functioning in specific ways (McNay, 2000). Gender is one social position, which often intersect with class, race, age and sexuality (Adkins, 2004a; Skeggs, 1997). How gender impact singles' holiday experiences therefore depends upon social context, and in my research the women's age. Tourism as a field also has its own logic and power relations shaping these women's economic, social, cultural and symbolic capital (cf. Adkins, 2004b).

Social capital and habitus have been core concepts in my research. To Bourdieu (1986), social capital is about membership in a group such as family and friendship networks that become an asset in the field. Such memberships are also about obligations, trust and recognition. Habitus, which is one part of cultural capital, can be understood as the knowledge about how to 'play the game' and 'feel the game' of the field (Bourdieu, 1993, p. 72). It is 'systems of durable, transposable dispositions, structured structures predisposed to function as structuring structures' (Bourdieu, 1990, p. 53). Habitus is the conscious and unconscious embodiment of social norms and power relations, which pre-reflexively regulates and guides how a person acts, talks, dresses and so on in the field. It is the inscription of social positions and distances upon the body (McNay, 2004). It indicates how power relations are implanted in people's bodies and behavioural patterns. Habitus makes and forms actions and is the non-unitary embodiment of the field (Adkins, 2004b). Single women, for instance, learn the game of holidaymaking, and its' organization shape their capacity to capitalize upon it (cf. Skeggs, 1997).

Practices and signs shape holidaymaking (Crouch, 2000). Practices or experiences are tourists' actions, interactions and negotiations, but also the ways that single women make sense of the world and of how they encounter the holiday. The game of the field is part of single women's habitus on reflexive and pre-reflexive levels (cf. Adkins, 2004b), shaping how they embody and enact the tourist role. When entering the field they use capital to gain symbolic and material power. Signs are abstract and concrete semiotic processes, which inscribe the holiday experience and constitute parts of the field; on- and off-line tourism media represent the holiday experience and signify practices to single women on holiday (cf. Crouch, 2002; Swain, 2004). Such descriptions are never the same, do not influence all women in similar ways and provide different levels of ability and possibility for agency. As the spatiality of the holiday experience is mediated through different body practices, single women's experiences may differ in time and place.

The both/and logic entails a rejection of binary oppositions of home/away and everyday life/holiday (Franklin, 2003). This rejection is also part of Urry's (2006) mobility turn, which opens up understandings of tourism as penetrating every sphere of everyday life and vice versa (Gale, 2009). These insights have opened up for exploring midlife single women's home holidays. The mobility turn also brings other ideas to my research field. It embeds the holiday experiences of the midlife single women in the stage/performance perspective and engages with the materialities of place (Edensor, 2000). Tourism mobilities seeks to integrate 'host-guests-time-space-cultures' and to combine 'material, social and cultural elements' (Bærenholdt, Haldrup, Larsen, & Urry, 2004, p. 6 & 31) when understanding sociality, embodiment, and emotions in single women's holiday.

Study methods

The collection of publications that I will explore in this chapter are based on data collected from 2004 to 2016. In 2004, I conducted a pilot for my PhD research. In the pilot, I tested out focus group interviews and solicited diaries, together with four midlife single women. The data collection for the PhD happened in 2005 and included 32 participants. Before and after the summer holidays, two to four women, aged 35 to 55, participated in one of the seven focus group interviews before the holidays and in one of the nine after. During the summer holidays, the women kept a diary. During the school year 2008-2009, a convenience sample of non-representative 270 single undergraduate male and female students, aged 18-25, comprised

the sample for a study on young singles' holidaymaking. I developed the variables from my PhD and a pilot feedback. In 2016, I conducted three more interviews with midlife single women, focusing on filial duty, and I mapped the women's intergenerational holidays from 2014 to 2016. I also kept diaries during five holiday periods in 2016–2017 and reflected back on, and mapped intergenerational holidays over fourteen years. I recorded all interviews and transcribed them verbatim.

In this research, it has been important to reflect upon the similarities between the research participants and me. As a midlife single woman, I share the participants' lifestyles and have had comparable holiday experiences. I have sought to tell the story of the midlife single women, not my own. Sometimes this has also meant telling mine (Trimberger, 2005). Only recently, have I included autoethnograpical data. Due to personal circumstances, parental obligation shaped many of my holidays. Situating myself in the knowledge production enabled me to do deeper analyses (Allen & Piercy, 2005). At the same time, involving intimate others required reflections of relational ethics (Ellis, 2007); of my responsibilities towards my family and the effects my stories may have upon them. When doing autoethnography, I followed Ellis' (Ellis, 2007, p. 25) advice on holding «relational concerns high». I sought to protect my mother's vulnerability by excluding some stories and by anonymizing the autobiographical data (Bloom, 2003). I know that the stories only reflect my interpretations.

Holidays with friends

Through my research, I have argued that tourism is a space within which bonding social capital is the symbolic capital, constructed through the investments of tourists and the tourism industry. Because of this symbolic capital, many of the midlife single women enacted the social identity of a friend, by either travelling with friends or joining a group package tour, thereby meeting new potential friends (Heimtun, 2010b, 2012). Even young single women preferred travelling with friends (Heimtun & Abelsen, 2012). By valuing friendships on holiday, in a Bourdieuan sense, these women exercised a 'practical knowledge of the principle of the game' (Bourdieu, 1993, p. 74). This social identity enabled them to negotiate a sociable space discursively and materially accommodated for and filled with people travelling with significant others, very often families and partners.

Bonding social capital gave material and symbolic profits, which protected the women when confronted with male attention, and sexualised gazes. Moreover, with friends the midlife single women were not much aware of singlism or ageism (Heimtun, 2007d). The company created a psychological strength, which empowered them and made them feel socially included in tourism spaces marked by familism, heterosexuality and couples. Such power relations permeated them on a pre-reflexive level as well as being imbued in the discourse and materiality of the field, leaving the midlife single women space for agency and potential social transformation. Bonding social capital was part of the women's habitus as tourists.

Although most of the midlife single women found comfort in the social identity of the friend and really enjoyed reproducing bonding social capital, this did not mean that they were totally controlled by the field. They also had agency. Agency was primarily noticeable in the ways the women transformed the holiday experience from being about experiencing site-specific attractions, highlights and services to doing friendships. The doing of such friendships transcended the holiday experience and created a sense of belonging and mattering in everyday life (Heimtun, 2007a). The doing of things, talking and being together were important aspects of their friendships in everyday life. By spending time together, the holiday functioned as a space for strengthening and contesting gender/singlehood/midlife identities as well as the identity of a friend. In particular, the women used the holiday meal and the restaurant for this purpose (Heimtun, 2012).

The importance of sharing holiday experiences, furthermore, exceeded its immediate profits, as the memories became part of a 'collectivity-owned capital' (Bourdieu, 1986), which the women could tap from. Such experiences were then a means of achieving social integration (Heimtun, 2007a). Agency was also

noticeable when some of the midlife single women joined group package tours instead of travelling solo (Heimtun, 2010a). If friends were unavailable as holiday companions the group package tour accrued social capital and secured visits to inaccessible destinations.

It is, however, too simplistic to argue that when tactically playing the game of the field, the midlife single women only had positive holiday experiences. They also longed for privacy and independence, and conflicts between friends arose (Heimtun & Jordan, 2011). Holidays with friends were thus about not only happiness, joy and freedom, but also disagreement, irritation, anger, frustrations, disappointments and compromises related to friends' habits such as smoking and drinking, disrespect, stubbornness and addictions. The women also had different needs in regards of wanting to be in control and in enacting their independence, and they had different views on money and holiday activities.

Moreover, not all the women were positive towards group package tours. Some women argued that the group tour context, per se, was about surrendering control (Heimtun, 2010a). As puppets on a string they had to follow the instructions of the tour guide, who decided the times and spaces for sociability. The women who did not join the group with family and friends had to trust that the random composition of the group would be successful. In a way they had to turn themselves into tour 'children' (Bruner, 1995), dependent upon the tour operators' ability in selling tours to people willing to bond with midlife single women joining the group alone, and the guide's skills in creating an atmosphere for bonding. In worst-case scenarios, the mix of people could be alienating, not fostering bonding. Besides, in cases when the other group package tourist booked with families and friends, the women without travel companions could feel marginalised and socially excluded.

Solo holidays

The notion that social capital is the symbolic capital in the field of tourism was further strengthen by many of the midlife single women's reluctance of solo holidays. Just the thought of manoeuvring the field alone felt scary. Solo holiday experiences were mainly linked to the social identity of the loner, just a few of the women identified with the independent traveller (Heimtun, 2012). The study of young single women also showed an unwillingness to travel alone, in particular to beach resorts (Heimtun & Abelsen, 2013). This suggested that the women's dislike of travelling alone was not about their age.

The social identity of the loner was in many ways a mental construct. It was also part of the midlife women's habitus. As an incorporated part of their bodies, it partly functioned on an unconscious level and most of the women did not realise the value of social capital before embarking on the first solo holiday or eating out alone for the first time (Heimtun, 2010b). Alone, these women felt the observing and controlling gazes of other people and disliked public solitude. Despite being used to independence and solitude in everyday life, many of the women shunned such qualities when on holiday. Singlism, familism and heterosexuality overshadowed their preference for independence in everyday life. Furthermore, public solitude in unknown territories aroused the women's well-developed 'normalized distaste' and fears (Heimtun, 2012).

The social identity of the loner, however, also empowered many of the midlife single women. Holiday spaces were mobile; some destinations were easier to manage alone and at some hours of the day, it was good to be alone. Heterogeneous tourism spaces such as restaurants in cities and temporal aspects, such as eating out at lunchtime, placed less value on social capital, reducing the importance of sociability and sameness (Heimtun, 2010b). Other spaces, such as the urban park and the airport, were also easier to manage alone (Heimtun, 2007c). Although, people occupied urban parks and airports with friends and relatives they were not designed for the display of social capital. The social identity of the loner here was therefore more manageable and acceptable.

A few of the midlife women embraced the social identity of the independent traveller. These women enjoyed controlling the holiday experience, what to do, when to do it, where to go, who to talk to and so

on in, before and after the holiday (Heimtun, 2012). They were less concerned with the sociality embedded in the tourist gaze and the material structures of tourism. The social identity of the independent traveller contained many of the positive characteristics of gender/singlehood/midlife identities of everyday life; control over the holiday experience, mental and emotional independence, and self-actualization and achievement (Heimtun, 2007d).

I have suggested that, in particular, the independent traveller had agency (Heimtun, 2007c). Midlife single women holidaying alone challenged the concept of holiday experience as a sociable space with significant others. The social identity of the independent traveller was, however, not for everybody. Only a few of the women had learned to appreciate it. Most of them disliked eating out alone and did not want to resist the tourist gaze upon them, thereby displaying their solitude in public. Even the women embracing the social identity of the independent traveller sometimes felt the temporal lack of bonding social capital, especially when visiting a restaurant alone at night (Heimtun, 2010b). They also sensed that the material structure of the restaurant did not accommodate the single guest and they felt the gazes of the staff and other customers. It was therefore not easy to challenge or change the strong links between the holiday experience and bonding social capital. Such links were deeply entrenched in the field of tourism and the midlife single women's habitus.

Holidays at home and with parents

In explorative studies, data that do not fit the overarching research questions can, after a while, spark new interest. This was the case with the midlife single women's home holidays. In 2014, Bodil Stilling Blichfeldt, in her keynote, at the 23rd Nordic Symposium on Tourism and Hospitality Research, encouraged tourism researcher to pay more attention to ordinary and mundane tourist experiences. Inspired by her talk, I decided it was time to revisit the midlife single women's stories of home holidays. In doing this, I had to problematize the dichotomies inherent in the concepts of 'home' and 'away', and of 'leisure' and 'tourism'. I also had to challenge stereotypical assumption that "normal adults" will travel for pleasure, that home holidays or staycations are not 'real' holidays and "to stay at home is to be pitied" (Frew & Winter, 2009; Urry, 1988, p. 36). Although research had identified reasons for non-travelling (Dragland, 2011; Haukeland, 1990), pre-Covid-19, little was known about how people reflected upon their home holidays, what they did and the (potential) constraints they negotiated.

When seeking to make sense of the data, I used narrative analysis (Riessman, 2008). The result was three cases, which were rich and varied in content. By telling Doris', Nicola's and Paris' stories, I challenged the discourse of tourism as temporal and spatial mobility and partly demonstrated that it was possible to have real holidays at home (Heimtun, 2017). Doris, for instance, enjoyed daytrips in the home area. Her previous experiences as a solo traveller empowered her also on home holidays. Nichola had travelled less and had spent many holidays at home. Often, she dreaded the summer holidays, as she did not have any travel plans or somebody to holiday with. Being at home felt boring, she longed for travelling, but feared solo holidays. Singlism and gender power relations constrained her. Paris enjoyed being a tourist in her hometown. At the same time, she had to care for her ill and aging parents. This duty also gave her pleasure; however, she felt that her single and childless status, intensified her parents' expectations. A commonality in the three stories was that home holidays made them long for a partner, something that was not an issue when sharing other types of holiday experiences. Some situations at home made them feel more vulnerable and less independent singles in these holidays.

Paris' story about aging parents' needs for care, combined with my own family situation, encouraged me to explore further filial duty or adult children's obligations towards their parents (cf. Keller, 2006). For this publication, I again re-visited the pilot and main study on midlife single women, additionally I conducted three more interviews and I included my own reflections and experiences (Heimtun, 2019).

This research showed that love, care and joint pleasurable activities made filial duty an enjoyable, valuable

and meaningful choice. It was something the women wanted to do in the holidays, and it strengthened the unique bonds between adult child and adult parents. Most of the women's parents were relatively healthy and doing things together was important. At the same time, perceived parental expectations of time commitment and joint activities caused several of the women to also feel compromised in their need for 'me-time' and agency. Several of the women felt a pressure in spending parts of their holidays with their parents. A pressure, which not only came from parents, but also married siblings, a pressure that the women related to their statuses as female and single. For some of the women, filial duty became extra troublesome, in particular for those with difficult relationships with parents and for those who had experienced a decline in parents' health. Some negative experiences, singlism, disempowerment, and a sense of obligation thus meant that the women's feelings towards filial duty in the holidays often were ambivalent. Ailing parents and death of a parent also made the women feel vulnerable, fearing their own aging, and missing not having a partner to share the emotional burdens of caregiving.

Conclusion

I will end this chapter by pinpointing some key contributions of my research:

Giving voice to and scrutinizing single women and their holiday experiences

Making visible the power of bonding social capital in tourism

Deconstructing the temporal and spatial power relations imbuing the holiday meal

Highlighting how holidays with friends matters in everyday life

Challenging tourism as sites of unproblematic pleasure and total freedom

Examining the fluidity of choice and obligation related to filial duty in the holidays

Contributing to paradigm peace in feminist research

Written by Bente Heimtun, UiT The Arctic University of Norway, Norway

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47. HERETICAL THINKING IN TOURISM - Contributions by Freya Higgins-Desbiolles

Perhaps for any of us to write of hope, to write of love, we must learn once more to be free and embrace heresy. And for that to happen we must every day write ourselves out of the literature of silence.

We all come from something and, equally, need to be liberated from that same thing…

That I am not one. That I am not alone. That I am free.

– Richard Flanagan (2021)

I think I may be a heretic in my work on tourism, understanding heresy as described here by Australian author and public intellectual Richard Flanagan. This must be apparent to many in the tourism academy from the years of Trinet controversies and debates; but if not from that, then in the publication entitled "The War over Tourism" (2021). I made the choice to be an activist academic from the very beginning. This decision arose from my positioning in development and development education prior to becoming a tourism academic in Australia. But it also arose from my personal positioning too. I grew up on an island off the coast of North Carolina where second-home tourism had an irrevocable impact on my home and its people. This was in the American South and I grew up attentive to race relations from a very early age. I also experienced the violent misogyny that women endure from a young age and experienced career pathways being cut off largely due to gender dynamics (my original expertise was in international relations and terrorism). It is for these reasons that activism became a life commitment, and despite being warned early on against an activist approach, I have not strayed very far from this chosen activist path. In my view, we must speak up and act for justice, but this must be grounded in critical, reflexive thought and in engagement with others.

The theory of intersectionality (Crenshaw, 1991) presses us to recognise that one can simultaneously belong to both privileged and oppressed groups. I am aware of how this theory applies to my work and positioning. I am amongst the privileged in the USA and in Australia by being a settler on stolen lands and also as a scholar until recently employed with tenure in the university. However, I am both oppressed and disadvantaged as a person who identifies as a woman, coming from a working-class background and now as someone living with health disabilities.

I am growing increasingly interested in these ideas of oppression, whiteness, intersectionality, emancipation and resistance. I grew up in a culture where white supremacy was so much the norm that it shaped every aspect of our society and interactions. But stepping back to observe more globally, it is clear that conceptualisations of supremacy and the lust for power that drives these are the source of the multiple troubles we now confront- supremacy of humans over nature, of men over women, of humans over animals, of adults over youth, and so on. The emphasis on tourism interests and tourism as industry thinking that predominates is also arguably another kind of expression of dominating supremacy. If we want to have a future built on equity, inclusion, justice and sustainability, it is imperative that we focus on the wider structural contexts under which tourism operates rather than be too "tourism first" and tourism-centric in our work. This has been the underpinning of my entire body of work in tourism studies.

My original contribution to tourism studies was the concept of "tourism as a social force" which I developed in my dissertation (Higgins-Desbiolles, 2006). In this work, I explained how considerable effort had been

exerted to limit tourism to its industrial and business attributes and to erase its original purposes of shaping societies and improving individual and social welfare. I explained:

> Tourism's ultimate capacity as a social force is this ability to foster contact between peoples who increasingly need to understand each other and cooperate harmoniously in a world where space, resources and options are shrinking quickly... tourism is a potent social force whose only limits are emplaced by the limits of our imaginations to harness its powers for the public good (Higgins-Desbiolles, 2006, p. 1205).

It was during the context of the beginning of the global pandemic in 2020 that I developed the newer concept of "socialising tourism" (Higgins-Desbiolles, 2020). I explained that socialising tourism is "[...]to make tourism responsive and answerable to the society in which it occurs" (2020, p. 617), arguing that this is vital better shape tourism towards serving social and ecological justice. An agenda to socialise tourism could counter the distortion that has occurred as ideologies of "tourism as industry" (Higgins-Desbiolles, 2006) have fostered a myopic focus on the business of tourism, profits for powerful corporations and endless growth strategies leading to real problems such as overtourism. A socialising tourism agenda is underpinned by the radical redefining of tourism that is based on the local community:

> This begins with the redefinition of tourism in order to place the rights of local communities above the rights of tourists for holidays and the rights of tourism corporates to make profits...A redefined tourism could be described as: the process of local communities inviting, receiving and hosting visitors in their local community, for limited time durations, with the intention of receiving benefits from such actions. Such forms of tourism may be facilitated by businesses operating to commercial imperatives or may be facilitated by non-profit organisations. But in this restructure of tourism, tourism operators would be allowed access to the local community's assets only under their authorisation and stewardship (Higgins-Desbiolles et al., 2019, p. 1936).

I am of the view that knowledge rests in local places, tied to local communities and local ecologies (Figure 1). I began to think about these ideas in my early work with Ngarrindjeri Aboriginal Elders in South Australia with whom I did years of research and teaching (see, for instance, Higgins-Desbiolles, Trevorrow & Sparrow, 2014). It is also found in the work of Helena Norberg-Hodge and her lessons from Ladakh (2013). Local communities are not perfect; and I do not want to romanticise them. I have lived in a number of communities and I know that power, greed and domination occur in them as much as anywhere. But living locally entails responsibility and it is through critical dialogues and critical consciousness that we can learn to live together (with each other, with nature and with all other beings). It is heartening to see the work bringing the thinking of Freire (1970) and Hooks (2003; 2010) into tourism scholarship and pedagogy (e.g. Carnicelli & Boluk, 2020; Higgins-Desbiolles & Whyte, 2013). This is important work on these issues of emancipation from oppression, resistance and liberation.

Figure 1. Defining tourism by the local community: a tripod model.

My thinking on tourism as a social force (Higgins-Desbiolles, 2006), redefining tourism by the local community (Higgins-Desbiolles et al., 2019), socialising tourism (Higgins-Desbiolles, 2020) and now localising tourism (Higgins-Desbiolles & Bigby, 2021) has been influenced by the learning I have received from Aboriginal and Indigenous experts and scholars. As we explained in our book on *Socialising tourism* (Higgins-Desbiolles, Doering & Bigby, 2022):

> …the Māori of Aotearoa/New Zealand have protocols and ceremonies for receiving and socialising visitors on the marae, the meeting ground of Māori iwi (tribes). Harvey (2003) explained these protocols as shaping guesthood (in his analysis of decolonising research methodologies), which are based on recognising local sovereignty arising from the host's marae serving as *turangawaewae*, the "standing place" of the host. Marae protocols of welcome, greeting and exchanges are protocols of "guest-making" as strangers are transformed into guests (Harvey, 2003, p. 134). But the foundation of this interaction and relationship is respect for the local people's authority as the sovereign peoples of that place. This is an excellent example of socialising the visitor (p. 3).

In having tourism defined by the demand of the tourists and the supply of the tourism industry as we currently do, we allow grave injustices to occur. Instead, I would argue that local communities are the linchpin of justice, equity and sustainability and we must pursue a concerted agenda to change tourism. As we stated: "The place where tourism occurs is not a tourism destination; it is the local community's home, their standing place, a place of uncompromisable value" (Higgins-Desbiolles, Doering & Bigby, 2022, p. 14). I knew this in my youth growing up in a place that was taken over by tourism (a place whose original name was literally erased, changing from Long Beach to Oak Island). It has taken a lifetime of engagement with tourism to arrive at this research agenda on empowering local communities in, against and through tourism.

This research agenda could shake the tourism discipline at its core and is "heretical" in the sense that it will refuse to prioritise the demands of the consuming tourists and the interests of the all-powerful tourism

industry (see "the trinet debate: you are either with the industry or against it", Higgins-Desbiolles, 2021). Its ultimate logic is to give the community the right to say "no" to tourism and refuse agendas to impose tourism on them. Communities are already asserting such rights (e.g. the Guna of Panama and the Yolngu of Arnhem Land, Australia) and it has been my aim to theorise this and understand how we can "socialise" tourism to better serve social and ecological justice in communities, ecologies and places all around the globe.

This is not an agenda that will easily be enacted. It will take allies and concerted efforts. Yet, it is the one that will likely be the focus of the rest of my life's work in tourism.

Written by Freya Higgins-Desboilles, University of Waterloo, Canada & University of South Australia, Australia
[*Read Freya's letter to future generations of tourism researchers*](#)

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48. VOLUNTEERS AND TOURISM - Contributions by Kirsten Holmes

My contributions to tourism research have been primarily about giving a voice to the enormous number of volunteers who are involved in tourism globally. I have more recently worked in the events and festivals space, examining event sustainability, event life cycles and event legacies. However, my work on volunteering within tourism dates to my Masters' thesis, when I documented how a group of volunteers worked with the local council to turn a landmark – Shirley Windmill (https://www.shirleywindmill.org.uk/) near London in the UK – into a tourism attraction. I have had a soft spot for windmills ever since but my passion is about giving a voice to volunteers.

Why is volunteering within tourism important?

The tourism sector involves a wide range of individuals and groups as volunteers. I am including volunteer tourism here as a sub-sector but not a focus. Volunteer tourism – since being delineated by Stephen Wearing (2001) – has become a very popular topic for researchers but unfortunately most of these studies research are siloed within tourism studies. There is a substantial body of 'volunteer tourism' research within the not for profit literature more broadly. A key distinction is that outside of tourism, the focus is on international volunteers – people who travel to volunteer, but are not primarily tourists. These are typically longer term volunteers involved in development projects and are often skilled (Devereux & Holmes, 2018). This contrasts with the shorter term, unskilled volunteer tourism packages that are targeted at a typically young market (Holmes, 2014a).

The role of volunteers in providing tourism experiences for others rarely receives attention from researchers. Perhaps this is because these people often get involved in volunteer activities as an extension of their work and are therefore not perceived as volunteers either by themselves or others? Within this category we can include all of the unpaid board members of tourism associations and enterprises. These volunteers are typically people either working in tourism already or who are keen to promote their home town. They organise membership associations for tourism businesses; they establish networks to support each other in their careers, such as the Women in Tourism network; they establish new, communal business opportunities such as farmers markets. In regional areas, must tourism activity relies on these individuals and their groups. As such it is surprising how little research attention is given to these individuals (Alonso & Liu, 2013).

The other category of volunteers are those who directly interact with tourists through meet and greet programs, as tour guides, campground hosts or emergency services within the destination. These are operational volunteers. My work with colleagues Karen Smith and Leonie Lockstone-Binney among others has highlighted the wide range of operational activities that involve volunteers. We can divide these into destination services, attractions, and events and festivals. Destination services is the most diverse and least researched category and includes:

- Destination associations
- Visitor information centres, which are often entirely voluntary;
- Meet and greet programs at major transport hubs including airports, ports and train stations;
- Destination tour guides;
- Campground hosts, which are popular in Australia and the US, where volunteers run campgrounds in national parks.
- Emergency and rescue services.

Many attractions are entirely volunteer-run or were established with volunteers only and have more recently employed paid staff. Attractions can be any attraction such as:

- Aquaria and zoos;
- Art galleries, museums and science centres;
- National parks;
- Other heritage attractions including steam railways and windmills.

Events and festivals involve large numbers of volunteers and again are often entirely volunteer-run. These can range from small community festivals through to mega-events such as the Olympic Games with thousands of volunteers. There have been many studies about event volunteers, especially focusing on motivation and related variables (Smith et al., 2014).

The final category of tourism volunteers are, of course, volunteer tourists. People who chose to travel to volunteer for a range of motives, which most typically include personal development and the chance to do something worthwhile with their leisure holiday (Holmes, 2014a). This is by far the most researched form of tourism volunteering with the focus of previous studies examining the volunteers themselves and the nature of the phenomenon.

It is clear from this overview that the tourism sector is heavily dependent on volunteers at a range of levels. Some of the services provided by volunteers are not specific to tourism, such as surf life-saving and mountain rescue, but tourists and tourism businesses both benefit from a safer destination.

What do we know about tourism volunteering?

Most research on volunteering more widely is about volunteer motivation. Why do people do activities that benefit others for free? This has fascinated researchers from a wide range of disciplines, particularly economics, management, psychology and sociology (Lockstone-Binney et al, 2010). The general conclusion from this broad body of literature is that volunteer motivation is complex and different people are motivated by different factors. Motivation is often examined on a spectrum between altruism and instrumentalism, with instrumental motives included volunteering to enhance one's resume. Tourism volunteering would typically fall somewhere in the middle. Most people volunteer in a tourism context because they enjoy (or hope to enjoy) the actual activity. Other key motives include pride in their home town and the social connections with other volunteers who have shared interests. Some volunteer programs have long waiting lists – such as Perth Zoo (Holmes & Smith, 2009) and high demands from their volunteers in terms of training programs and out of pocket expenses. Perth Zoo docents program, for example, requires new volunteers to undertake a rigorous training program about the zoo and its animals and to pay for their uniform. This will prepare them for a role where they will mostly be answering visitors' queries about the nearest toilets.

While good practice in volunteer management recommends that volunteers are not left out of pocket, for example with travel costs, tourism volunteer programs rarely refund expenses. The benefits for volunteers are mostly intangible – the joy and prestige of volunteering where they do, the opportunities to meet people from all over the world and form social bonds with other volunteers, and pride in their home town (Holmes, 2014b).

We do know a lot about mega-event volunteering, which has been a popular topic within tourism studies and we probably do not need any more quantitative scale studies on the motivation of Olympic volunteers – though see below about cultural differences. There has been less research on smaller events though, which are often key drivers of tourism within a community and fewer studies examining the different ways in which event volunteer programs operate (Lockstone-Binney et al, 2015). Large events such as the Olympics use what is called the program management approach, which is a top down, functional model

for a volunteer program that largely replicates human resource management practices for paid staff (Meijs & Karr, 2003). While this is an efficient way of establishing a largescale temporary volunteer program, there are many drawbacks with this approach for the volunteers (Holmes et al., 2018). For example, each volunteer is treated as an individual when they may wish to apply to volunteer with a friend or family member. There are several alternative models (Lockstone-Binney et al., 2018) but most papers on event volunteering do not consider these, even when they are investigating variables related to volunteer management such as motivation and satisfaction.

We also know that volunteering is culturally specific. Rochester et al (2010) argues that volunteering can be conceptualised in three ways: unpaid work, civil action, and serious leisure. In Anglo countries, where I have conducted most of my research, it is typically viewed as unpaid work. Given that the value of a job is often based on the person's salary, this means that volunteering and volunteers are frequently undervalued. While they are unpaid, volunteers need their contribution to be well-organised and managed. Stebbins (1996) concept of serious leisure is very relevant to tourism volunteering. Most of these activities take place in wonderful locations, often doing fun activities (Holmes, 2014). The role primarily involves helping to create the leisure experiences of others. Serious leisure provides an understanding of how some work-like activities such as volunteering can be leisure-like for the participants. However, the concept acknowledges that volunteering can be hard work and place obligations and demands upon the volunteer such as the need to learn about the destination for tour guides or a difficult rescue for a surf life-saver.

Most research on volunteering in tourism has been conducted within Anglo countries or with Anglo cohorts of volunteer tourists. We are starting to see some insightful studies emerging from other countries and cultures, for example some recent papers on volunteering in China (for example, Qi et al., 2018), which is very different from the Anglo experience. These differences are also evident in research on mega-events. The Olympic volunteer programs in Beijing, Sochi and Pyeongyang relied primarily on younger, student volunteers either as a deliberate strategy or as a reflection of the volunteer culture in that country (Qi et al., 2018). This is significantly different from European and Anglo countries, where the Olympic volunteer programs attract a wide range of demographics (Dickson et al., 2014) and has implications for the organisation and management of these huge programs.

What do we still need to know?

The statistics and data on tourism volunteering are patchy. While volunteer tourism and mega-event volunteering have been widely studied there still remain key questions. It is hard, for example, to track trends in volunteer tourism due to the predominance of small-scale qualitative studies. In contrast, event volunteer studies are mostly quantitative – surveys of. Beyond a handful of studies, we know little about the networks of volunteers within destinations. Both in-depth, destination level studies and macro level overviews of the national or international phenomena are missing.

Given the enormity of what volunteers do to create and support tourism, why has there been so little research on this topic? The net-cost perception of volunteering helps shed light on this. The net-cost perception of volunteering was developed by administering a survey instrument across six countries to compare respondents' ideas of what constitutes volunteering. There was general agreement on what activities could be classified as volunteering and that the greater the perceived cost to the volunteer, the more like volunteering it was perceived to be. This means that where the volunteer benefits from their activities, either because it helps their business or because they actually enjoy the activity, it is considered to be less like volunteering. The net-cost perception contrasts with the rise in reflexive volunteering (Hustinx and Lammertyn, 2004), whereby volunteering has become much more individualised and individuals seek specific volunteer roles that will meet their needs.

In not-for-profit studies researchers have been documenting a shift in volunteer participation towards these more reflexive forms. We have also seen a rise in newer ways of volunteering such as online, informal and

episodic forms (Haski-Leventhal et al., 2020). These trends pose challenges to many tourism businesses and services, which rely on volunteers in face to face service roles. There is also a long term decline in volunteer participation generally across most Anglo countries. It is a testing time for volunteer-involving organisations as they grapple with these challenges but full of opportunities for researchers in this field.

Written by Kirsten Holmes, Curtin University, Australia
[*Read Kirsten's letter to future generations of tourism researchers*](#)

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49. ADVENTURE AND PSYCHOLOGICAL WELL-BEING - Contributions by Susan Houge Mackenzie

Following the river: Exploring a journey to and through tourism academia

Preface. When I think about how I began my academic journey, I often think of a river. Not a metaphorical river, although I'll explain below why I think this is apt, but an actual river in Aotearoa New Zealand where I worked as a riversurfing guide for many years. As this publication affords a level of creativity that is often unavailable in academia, and asks authors to tell their personal and academic stories, this chapter uses a literal and metaphorical river to interweave these narratives. The river represents the dynamic, uncertain, challenging, and rewarding nature of the academic path, as well as illustrating the various tributaries and channels that have characterised my academic journey. Hopefully this preface and visual helps to connect the themes within this chapter and in its sister chapter (Letters to future women tourism scholars). Finally, please be kind in your judgement – I'm not a storyteller and if I had my time over, drawing lessons would be at the top of my to do list!

Figure 1. River as metaphor: Visualizing the research journey.

The source. I was born and raised in Minneapolis and was always interested in reading and sports – normally the kind only boys played. But, perhaps as a result of parents who were adamant that gender should not

dictate life choices (e.g., my yellow birth announcement read "It's a person!"), this did not bother me. In fact, looking back I think I must have enjoyed challenging people's perceptions by playing stereotypically masculine sports, like rugby and (American) football, alongside stereotypically feminine sports such as figure skating. While I tried everything from badminton to unicycling, football (soccer) has been my lifelong sporting love. Even now, surprisingly, football remains a reliable source of physical and mental well-being in the face of life's many unexpected hardships. Arguably, playing this sport has influenced my life course more than any academic aspirations. It led me overseas, to meet my partner, and to my academic mentor and career.

Midwestern values such as "work first, play second" coupled with perfectionist tendencies created a strong motivation to achieve in sport and education when I was young. I completed a demanding International Baccalaureate high school degree followed by graduating summa cum laude with an undergraduate degree from a rigorous psychology programme. Please don't mistake these lines for hubris; rather, I write this as a cautionary tale. By the time I finished university, I was completely burned out by American cultural pressures focused on external measures of success, such as income or educational status, which relentlessly demanded 'more, more, more' of everything.

To escape the high-pressure pathways I saw looming, I turned down further study at Cambridge and took up an invitation to play football in Australia with a New Zealand stopover. Once I had a taste of the Kiwi way of life, the stopover never really stopped. I backpacked, volunteered on organic farms, and ended up in Queenstown, the self-styled 'home of adventure'. This is where I discovered the literal river.

The river. On the Kawarau river in Queenstown, I discovered an activity I had never heard of: whitewater riversurfing. While riversurfing was one of the scariest things I had done in my life, and many days ended in tears, something about this novel activity, the visceral immersion in nature, and the guiding lifestyle hooked me. I still can't say what kept me going in those early days – maybe I simply wanted to prove the head of the all-male staff wrong. After my first training course, he said I would "never be a guide", and I agreed with him – even years after I started guiding. However, the camaraderie, the profound peace of the natural environment, and the sheer immediacy of this intense activity that downed out external concerns, kept me coming back to that river for many years.

Guiding on the Kawarau river, and later others in Colorado and Chile, fundamentally shaped my academic path. The experiences of complete absorption; learning to manage intense emotions and navigate and enjoy whitewater; becoming a guide; working with culturally diverse guides and clients; and eventually training other guides and shaping industry practices underpin my research in both theoretical and practical terms. These experiences, coupled with on-going engagement in football, led me to incredible mentors who helped me identify how to combine my passions for nature-based adventure, sport, well-being, psychology and intellectual inquiry.

Figure 2. The literal river. Roaring Meg put-in on the Kawarau river, Queenstown, New Zealand.

Downstream ripples: Contributions to knowledge. Like the consistent 'main flow' (central current) of a river, pervading themes related to adventure and psychological well-being are central to my research. However, this main flow has meandered and manifested in diverse ways across research projects, applications, and outputs, just as rivers have channels that continually separate and reconverge based on changing environments. My primary contributions to knowledge have been in relation to **expanding traditional risk-focused models of adventure, challenging how flow theory conceptualises optimal experiences, and proposing predictive models of adventure that can be used to promote well-being in tourism and education contexts.** This work seeks to illustrate how adventure scholarship and practices can become more inclusive, to more widely support public well-being (e.g., for recreationalists, students, tourists, guides, communities), and has been accompanied by best practice recommendations for adventure tourism operators, educators, and government agencies. Below, I briefly discuss my key contributions across these research strands in terms of both theory and practice.

Optimal experiences & flow theory

This line of research asks questions such as: *How do optimal flow experiences unfold in adventure contexts? How can this help us facilitate well-being in tourism and recreation?*

In the psychological literature, the term flow was coined to capture an intrinsically rewarding optimal psychological state characterised by total absorption in an activity and a high sense of control, often in challenging situations. In lay terms, this is often called 'being in the zone'. Flow has been extensively investigated in sport, exercise, and business contexts, and has been associated with optimal performance and experience, increased motivation, and long-term engagement in an activity (e.g., Csikszentmihalyi,

1990; Jackman et al., 2019; Jackson et al., 2001). Flow has long been conceptualised as a singular optimal state, however our research in suggests that **flow experiences are multi-phasic and dynamic, and that participants experience multiple flow states during adventure experiences** (e.g., Houge, Hodge, & Boyes, 2010a, 2010b; Houge Mackenzie, Hodge, & Boyes, 2011, 2013). In relation to tourism, **the identification of distinct flow states, such as telic flow (serious, outcome-oriented) versus paratelic flow (playful, process-oriented), has important implications for how we structure client experiences, how we train and retain tour guides, and how we ensure safety in adventure tourism experiences**. In adventure recreation contexts, our research suggests that **flow is a central feature of participants' experiences; distinct flow experiences are key motivations for enduring adventure recreation participation; and there appear to be unique stages and antecedents of flow in adventure contexts** (e.g., immersion in nature; exercising skills to control and reduce risks) (Boudreau, Houge Mackenzie, & Hodge, 2020).

Tour guide experiences & well-being

This line of research asks questions such as: *How can we enhance well-being for tour guides and clients? How do women experience tour guiding?*

While research has illustrated the importance of tour guides in visitor experiences and organisational success (i.e., as a means to an often profit-driven end), much less research has explored the well-being and experiences of tour guides as worthwhile end in and of itself. The literature has primarily focused on tour guide ill-being (e.g., emotional labour, stress, burnout; Holyfield & Jonas, 2003; Houge Mackenzie & Kerr, 2013; Sharpe, 2005), and associated mitigation strategies, rather than well-being. However, our research has identified how **tour guiding has the potential to facilitate well-being and self-development for both guides and clients** (e.g., Houge Mackenzie & Kerr, 2016; Parsons, Houge Mackenzie, & Filep, 2019). Key components of guide well-being include: **helping guides create a robust protective frame** (Houge Mackenzie & Kerr, 2014); **teaching strategies for managing the unique stress, emotions and interpersonal interactions within guiding teams** (e.g., Houge Mackenzie & Kerr, 2013a, 2013b); and **empowering guides with techniques for co-creating unique experiences focused on integrating hedonic, eudiamonic, and/ or spiritual well-being** (e.g., Houge Mackenzie & Kerr, 2012a, 2012b, 2016, 2017; Parsons, Houge Mackenzie, & Filep, 2019;

Our most recent empirical work has extended these findings by proposing a **conceptual model of psychological well-being for tour guides** (Houge Mackenzie & Raymond, 2020). This model links key elements of adventure guide's experiences (e.g., people, natural environments, distinct adventure activities) with **primary (e.g. competence, beneficence, nature connection), secondary (e.g., autonomy, relatedness), and tertiary (e.g., sense of purpose, deep absorption) well-being determinants.** While collecting data on guide well-being, we also identified a range of unique challenges and opportunities experienced by women adventure tour guides. These findings highlighted specific ways that **gender influenced interactions with clients, co-guides and management, and how these gendered interactions often hindered fulfilment of basic psychological needs for competence, autonomy, and relatedness for women guides.** In addition, women guides identified how **being perceived as a 'mother figure' and the psychological burden of client safety could hinder their well-being** (Houge Mackenzie, Boudreau, & Raymond, 2020; Houge Mackenzie & Raymond, 2021). We have recommended a range of practical strategies for how these issues might be addressed by guiding teams, adventure operators, and the adventure industry to enhance guide well-being (e.g., Houge Mackenzie & Raymond, 2020, 2021).

Connecting nature, adventure, education & well-being

This line of research asks questions such as: *What role does nature play in promoting well-being in*

adventure tourism, recreation and education contexts? How can nature-based adventure experiences enhance educational, environmental, and health outcomes? How can we make adventure experiences and benefits more inclusive?

Our findings in this area challenge traditional narratives and popular perceptions of adventure as narrowly driven by thrill, risk and sensation-seeking. This literature, and associated research methodologies, often depict adventure as an exclusive domain occupied predominantly by young, privileged, Western males in the service of hedonic outcomes (e.g., Kerr & Houge Mackenzie, 2020). However, our findings suggest that **adventure motives and participants are diverse and multifaceted, and that adventure should be reconceptualised in terms of how it promotes opportunities to experience competence, autonomy, belonging, optimal (flow) experiences, emotion regulation, and connection to the natural world** (e.g., reflecting a range of eudaimonic and hedonic outcomes) (e.g., Houge Mackenzie, 2013, 2021; Houge Mackenzie & Hodge, 2020; Houge Mackenzie, Hodge, & Filep, 2021; Kerr & Houge Mackenzie, 2012a, 2012b, 2014). For instance, our work has demonstrated how **adventure activities are motivated by a range of eudiamonic outcomes linked to self-development, sense of purpose, and mental health, as well as broader community well-being and eco-centric outcomes** (e.g., Brymer & Houge Mackenzie, 2017, 2020; Clough, Houge Mackenzie, Mallabon, & Brymer, 2016). These findings have been translated into recommendations for supporting the well-being of diverse populations and natural environments across the following contexts: **supporting tourism host communities** (e.g., Brymer & Houge Mackenzie, 2015), **enhancing youth engagement in STEM [Science, Technology, Engineering, Math] education** (Houge Mackenzie, Son, & Eitel, 2018; Houge Mackenzie, Son, & Hollenhorst, 2014; Son, Houge Mackenzie, & Eitel, 2021; Son, Houge Mackenzie, Eitel & Luvaas, 2017); **increasing mainstream physical activity levels** (e.g., Jenkins et al., 2021), and **valuing our local natural environments and reducing carbon emissions** (e.g., Houge Mackenzie & Goodnow, 2020).

Novel prospective methods

My final area of contribution to knowledge has been in relation to exploring emerging methods to better understand tourism experiences as they unfold. One way we have addressed the challenge of prospectively studying tourism experiences has been through the use of **head-mounted cameras to stimulate recall in adventure tourism contexts** (Houge Mackenzie & Kerr, 2012c). This method has proved to be an effective alternative to retrospective recall methods, which often mask the dynamic nuances of adventure experiences. Using this method has allowed us to propose refined models of flow that are multi-phasic and account for distinct flow states (detailed earlier). In addition, **autoethnography has offered a novel means of exploring and understanding psychological experience of adventure guiding and the nuanced dynamics at play in this context** (e.g., Houge Mackenzie, 2015; Houge Mackenzie & Kerr, 2012a; 2013a, 2013b). Although we initially encountered resistance when seeking to publish autoethnographical findings, writing in-depth about how we employed **an analytical authethnographical approach** to both collect and analyse data helped to broaden the scope of methods reflected in the tourism literature, and has informed a number of subsequent autoethnographical studies in similar tourism contexts.

The research collective. There is one final thing I must say about the contributions above. They are not 'my' contributions. They are contributions made by diverse teams of thoughtful, rigorous, curious, and hardworking scholars, without whom none of these contributions would have reached fruition. I am so grateful to have been involved in these rewarding collaborations. Much like the river trips I used to lead, every research team and project has been unique, and it is these unique combinations that make research rich, enlightening, productive, and fun. Just as exploring a new river is safer and more effective with a cohesive, supportive guiding team possessing complementary skills and shared goals, so too do explorations of new knowledge flourish under these conditions. In my experience, research is fundamentally a collective activity best conducted by cooperative groups with diverse experiences and expertise. Care for the collective is also vital in river contexts. On the river, shared goals (e.g., the well-being of the group),

and particularly ensuring the well-being of the least experienced/most vulnerable group members, trumps individual interest. I cannot unilaterally decide to diverge from the group simply because I want to pursue a more challenging route. Rather, this dynamic environment demands that you put group needs above your own desires and interests and consider the common good at all times. Viewing the river as a research metaphor has much to offer us in terms of how we choose to approach and navigate our respective research journeys.

To conclude, this journey, please go to the sister chapter that offers a message in a bottle for future women tourism scholars.

Written by Susan Houge Mackenzie, University of Otago, New Zealand
Read Susan's letter to future generations of tourism researchers

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50. SOCIOLOGY OF TOURISM AND MIGRATION - Contributions by Raquel Huete

Why did I study Tourism?

When I was a child, I used to play at being a travel agent. My younger brothers were my clients and we would play together, organising trips to faraway countries or even around the world. I was lucky enough to start travelling abroad alone at a very young age, which was unusual in the social context in which I lived. Perhaps the fact that I was born on the border between France and Spain kindled within me an interest in learning about other cultures. It soon became clear to me that I wanted to dedicate my life to travelling, and it seemed that studying a Tourism Studies Degree would be the best way to turn my hobby into my profession. At the age of 22, I started making my first trips as a tour guide. I can still remember the excitement of that first trip to the World's Fair in Seville in 1992. After that I held various positions in a large travel agency. I really liked that job, but not so much the working conditions. Those were the years in which Spain was undertaking the first legislative reforms aimed at making the labour market more flexible, while at the same time intensive privatisation of large public companies was taking place. Tourism remained on the margins when it came to making major decisions in Spanish economic policy, which is still the case today.

Why did I study Sociology?

While at the travel agency, I started to ask myself why the exact same client could be sold a trip to the Canary Islands, the Balearic Islands or Benidorm indiscriminately. I was also interested in understanding how the relationship between tour operators and retail agencies worked and what the consequences of tourism were for the places whose landscapes were shaped by this activity. At this point, Sociology was beginning to be taught at the University of Alicante (UA) — a city I had moved to for family reasons — which caught my attention. The Sociology of Tourism did not yet exist as a subject in Spanish universities (Huete, 2008). At the time, it was an emerging discipline that was not taught in the degree course I started in 1993, although there were other subjects in the syllabus that helped me to understand how the Mediterranean had been radically transformed by tourism and its accompanying urbanisation processes since the mid-twentieth century. In this way my initial interest in tourism as a profession gave way to social-scientific curiosity.

The reasons that have been suggested to explain the underdevelopment of Sociology of Tourism in Spanish universities are varied but connected: most contributions on the subject have been made from outside formal academic-university contexts; there has been a lack of interest within the Spanish university environment in analysing a process of social change perceived as less important in comparison to other supposedly more conflictive realities; the impact of so-called "mass tourism" took place in regions far from the main centres of sociological production in the country (at least until the end of the 1980s); the lateness of the incorporation of tourism studies in universities (it was not until 1996), which is further exacerbated when it comes to searching for courses on the sociology of tourism within sociology degrees; the limited international repercussion of texts written by Spanish researchers in this period (as they were not published in English); and the lack of institutional support, coupled with the fact that sociological analyses tend to

reveal critical aspects of the realities under study, which seldom pleases the authorities responsible for their management, who are more comfortable with economic analyses (Huete, 2015; Mantecón and Huete, 2019).

Why did I become interested in research?

For a few years I combined working in various companies associated with the internationalisation of higher education (another form of tourism: educational tourism) with participation in a research group at the University of Alicante (UA). This group focused its work on the analysis of the relationships between tourism, urbanisation processes and new forms of residential mobility (Huete et al., 2008a, 2008b; Mantecón and Huete, 2018; Mazón et al., 2009, 2011); that is, in the confluence of tourist activity with property development. This has had profound consequences for the society, culture and environment of the region where I ended up settling, which is known as the Costa Blanca.

Little by little, I fell in love with research, so I abandoned my other professional activities to join the UA full time and pursue a career as a lecturer and researcher.

My doctoral thesis analyses the motivations of people who end up becoming residents of the places they first visited as tourists. I submitted my doctoral thesis in 2008, and the following year I published it as a book with the title *Turistas que llegan para quedarse. Una explicación sociológica sobre la movilidad residencial* (Tourists who come to stay. A sociological explanation of residential mobility) (Huete, 2009). In this work, I attempt to discover the reasons why thousands of Northern Europeans are so attracted to the Mediterranean. Within the study, which could be considered **my main theoretical contribution**, my interest in understanding the motivations of tourists converges with an analysis of the process of transformation of a tourist space into a residential space. The original contribution of the study and the publications derived from it is the **identification and quantification of the boundaries separating residents, tourists, second-home owners, and temporary residents** (Huete and Mantecón, 2010, 2012). This classification is framed within the new mobilities paradigm developed by Sheller and Urry (2006). Undoubtedly, my post-doctoral visiting scholarship at CeMoRe (Centre for Mobilities Research) in Lancaster, in 2007, strengthened my conviction that this is an essential paradigm on which to build research into the complex reality in which tourism is embedded.

Nevertheless, I also feel indebted to the line of research on lifestyle migration, which deals with different residential strategies oriented not so much by economic motivations as by the broader aspiration of living the "good life". This line of work has been very fruitful because it helps to understand essential aspects of trips to second homes and to better manage the impacts that this type of mobility has on the host society. Indeed, perhaps my second most significant sociological contribution is the questioning of the theoretical and methodological foundations of the analytical approach based on the concept of lifestyle migration (Huete et al., 2013).

While I was engaged in this research, I became interested in other central themes of the **Sociology of Tourism**: the search for authenticity in the tourist experience (Mantecón and Huete, 2008); the consideration of landscape as a tourist resource (Huete, 2013; Huete and Mantecón, 2017); the perceptions of the host society (Mantecón and Huete, 2011), work in the tourism sector (Marrero and Huete, 2013); and, in particular, gender-based labour inequalities (Huete et al., 2016). More recently my research has focused on the digitalisation of the tourism economy (Huete, 2019), the effects of Brexit in Spain (especially in the regions with the highest influx of British visitors) (Giner-Monfort and Huete, 2021) and accessible tourism, among other issues.

Why did I accept a position of political responsibility in the public management of tourism?

Due to my interest in analysing the working conditions of women working in tourism (an issue that has concerned me since my earliest stages as a professional), in autumn 2015, I was invited to give a lecture aimed at councillors and municipal tourism managers. I explained that human resources are essential for tourism development and that a successful tourism product cannot be designed without taking into account the training requirements and working conditions of workers in the sector. At the end of the talk, someone asked me for my contact details, and within a few weeks I became the Director-General of Tourism of the Region of Valencia. The region has a population of 5 million inhabitants and received 19 million international tourists in 2019, making it one of Spain's top tourist destinations. In my new position, I was not only responsible for promotion as head of the regional Destination Management Office, but also for the organisation and regulation of tourism activity.

It was my opportunity to directly influence laws and public policies. Working at the regional Tourism Ministry (Turisme Comunitat Valenciana), I intensified cooperation with universities, promoting innovation as one of the cornerstones of Valencia's tourism policy. I am pleased to have helped advance key milestones in Valencian tourism such as the *Libro Blanco para una nueva estrategia turística de la Comunitat Valenciana* (White Paper for a New Tourism Strategy for the Valencia Region) and, above all, the *Ley de Turismo, Ocio y Hospitalidad* (Law on Tourism, Leisure and Hospitality), as well as working in strategic areas such as projection of supply, Valencia's tourism know-how in the European Union, the development of smart destinations, the regulation of tourist accommodation and the strengthening of accessible tourism, among other aspects. As I mentioned before, some of these crucial issues would go on to permanently form part of my research agenda.

I am pleased to have contributed towards promoting public policies that have transformed the region and its tourism management through a new form of governance based on smart planning. To this end, the incorporation of technology for the sustainable management and protection of tourist areas has been encouraged, but plans have also been developed to promote the inclusion of all people, making accessibility a central focus of regional tourism policy.

Why do I agree to participate in research dissemination activities outside the academic sphere?

In Spain, relations between knowledge institutions, (in particular universities) and politicians are not straightforward. Research projects are often contracted to legitimise previously taken political decisions. In other cases, research is carried out without taking into account the real needs of the tourism sector.

Personally, I would like to share my view of the steps that the tourism industry and planners should take in order to successfully implement sustainable tourism development plans. That is why I take advantage of the debates and interviews I am offered to present ideas for the medium and long term.

Since my return to academic life in 2019, I see my primary objective as transferring everything I have learnt in public management to research and teaching, but also to contribute to giving tourism a relevant role in public debate and making tourism professions more widely appreciated in Spanish society.

I have continued working for inclusive tourism, developing a research project on the integration of people with disabilities in tourism companies. In this regard, I continue to work with the regional government in further planning of accessible tourism.

A fundamental field of work for me is that of retraining professionals in the tourism sector and the

incorporation of innovation in tourism companies (Huete et al., 2020). The consequences of overtourism and the possible rejection of tourism by residents are also issues which form the focus of my research interest (Huete and Mantecón, 2018; Ribeiro et al., 2020). These issues are related to regulation of the sharing economy, in particular the use of private dwellings for tourism purposes, a problem that was one of my biggest dilemmas when I was involved in regional policy.

Why should we prioritise research and public policies that promote sustainability, training and inclusion in tourism?

In 2020, the coronavirus crisis burst into our lives and transformed everyone's work plans, including my own.

The collapse induced by the pandemic placed Spanish society in front of a magnifying mirror that exaggerated both our virtues and our shortcomings. According to the World Economic Forum, which ranks Spain as the world's most competitive destination year after year, what are our strengths? Its indicators highlight tourism elements whose maintenance and improvement are closely related to public investment: safety, the health system, tourism infrastructures, accessibility (i.e., the ease of reaching destinations, which has nothing to do with accessible tourism), and natural and cultural heritage.

Except for tourism infrastructures, where the private sector plays an important role, particularly in the Spanish hotel industry (which is one of the most modern and highest quality in the world), the rest represent Spain's strength not only as a tourist destination but as a country. In other words, being a tourist destination is good for us if, thanks to tourism, we have better services. But this works both ways: tourism also benefits enormously from public investment in order to attain these indicators of excellence it can boast of.

The weaknesses of Spanish tourism have been well identified for many years, and all strategic plans in the last four decades have proposed actions to remedy them. Without attempting to make an exhaustive list, these weaknesses are: dependence on certain tourism source markets; high specialisation in products with low added value (an entrepreneur would say low productivity); fragmentation of tourism offered (vast majority of small and medium-sized enterprises and self-employed workers); saturation of some tourist destinations (which gave rise to incidences of social disputes in previous summers); low private and public investment for the adaptation of tourism to the digital economy; and, above all, human capital that does not receive training within companies and is poorly qualified (as recognised in reports by the World Economic Forum itself).

To this, I would venture to add that hospitality, which is difficult to measure in econometric terms, is one of our great strengths. However, the scant regard for the social considerations of tourism, and of the professions associated with it, is one of the reasons why every year there is talent drain to other sectors.

Lately I have insisted that the pressing need to bring Britons to Benidorm or Germans to the Balearic Islands clouds the vision of what is important: to diversify markets by creating products with more added value. This is necessary to: 1) improve productivity; 2) attract a demand with more spending power; and 3) improve the working conditions of workers, and in particular, of the workers who occupy the lowest paid positions in the sector.

What are the policies that I believe Spain needs to strengthen? First: workers' training must be improved in order to facilitate their incorporation into the digital economy. This proposal goes hand in hand with improving their working conditions if a talent drain is to be avoided. If efforts in this direction are not intensified, it will be very difficult to access higher-spending market segments and, ultimately, to increase productivity.

Second, we need to further develop mechanisms to ensure governance-based tourism management.

Public-private collaboration is still not taken seriously. It is not acceptable to improvise expert committees in the face of a crisis. These committees should be permanent and be the same ones that make strategic decisions, consulting the necessary specialists according to the problem. The public authorities and the business community must be represented on these committees, but also trade unions, knowledge production institutions and citizens' representatives, as they are the ones who will receive the tourists.

Third, but no less important, is to place the sustainability of tourism at the core of all debates. Do Spaniards really want 83 million tourists to return to the country in the same conditions of overcrowding as in 2019? Do they want them to continue arriving through packages bought from German or English tour operators who take a substantial cut of the amount paid for the trip? Do they want the owners of accommodation, and now also of restaurants, to continue paying commissions of up to 20% to foreign technology companies that promote the marketing of their services, but which do not pay taxes and are outside regulatory control? Sustainability must also be economic and, on this issue, a serious problem is the extent of the hidden economy and informal employment in the tourism sector (job insecurity, legal insecurity for suppliers and users and the tax fraud that comes with it, are not features of an advanced society).

Of course, the sustainability of tourism must also be based on respect, preservation and enhancement of the cultural identity and natural heritage of each region. I am constantly reiterating that tourism constitutes an important return on investment in culture. It must also play an essential role in the conservation of environmental resources and biodiversity, drastically reducing its impact on global warming.

As part of this effort to link my academic side with political activism, I am deeply involved with [TurismoRESET](). This is a digital platform, of which I am co-founder, in which hundreds of tourism professionals and companies share their concerns and which, in May 2020, launched the *Manifesto for the regeneration of the tourism sector through a socially equitable, environmentally respectful, and economically sustainable model*, which at the time of writing is supported by 1,300 professionals and 300 stakeholders.

Why does being a professor of Sociology of Tourism seem to me to be the best job in the world?

When I enter into a classroom I meet young people who want to learn how to analyse social reality and who are also determined to make the world a better place. At the university, I feel that I am part of a transformation process that goes beyond the transmission of knowledge. We instil values such as critical thinking, solidarity and tolerance. I believe that sociology has a lot to contribute to tourism. That is why teaching courses on the sociology of tourism is an opportunity for me to open young people's eyes to the consequences of one of the social phenomena that most shapes today's society. As they proceed along their career paths, young people transform what they have learned in university classrooms into concrete actions, and that makes me happy.

Spain's recent history, like that of so many other countries in the world, cannot be understood without tourism. Today, the tourist experience continues to transform the way in which the world's peoples relate to each other. In the development of the interactions that make up the tourism system, complex socio-cultural, economic, demographic, urban, political and environmental effects are generated. With the help of my students, I try to construct an explanation that examines this reality in greater depth, hoping to awaken in them new research vocations.

As a lecturer at the UA, I have also had the opportunity to take part in international tourism research teams and networks, especially in Latin America, where I maintain strong emotional and intellectual ties.

Finally, I believe that the UA (placed 36th for Tourist Studies in the Shanghai Ranking) has a long way to go, which is why I have taken over direction of the life-long learning and postgraduate studies centre. This is my

most recent challenge. The Spanish university system faces great challenges, such as digitalisation, which brings new ways of teaching, and can see universities with traditional teaching systems sidelined. Public universities must rely on research as the basic pillar on which knowledge is built. In Spain, the focus on research distinguishes public universities from private universities. The latter focus their educational efforts on programmes created hastily, in response to market demands, but without a solid research background behind them.

In short, being based at the university, I find myself in the best position to contribute towards my country remaining a world leader in tourism and, at the same time, to help correct its weaknesses. In this way it will be able to continue creating the prosperity required to make the world a fairer place.

Written by Raquel Huete, University of Alicante, Spain
Read Raquel's letter to the next generation of tourism researchers

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51. USING WILDFIRE TOURISM TO PROMOTE ENVIRONMENTAL BEHAVIOUR CHANGE - Contributions by Karen Hughes and Jan Packer

One of the most vexing issues we currently face is how to convince people to put the planet first. Working in a team with Professor Roy Ballantyne, Jan Packer and Karen Hughes have spent almost twenty years tackling this very question – how can we design wildlife and ecotourism experiences that prompt and support visitors to adopt environmental actions once they get home? It's a complex problem, one that requires a program of projects that systematically take what we've learnt from one to build the next. Have we cracked it? Well, not completely, but we've certainly made substantial inroads!

Motivational factors and the experience of learning

Our early studies explored motivation – why do people come to sites such as botanic gardens and zoos and what are they interested in experiencing? How do these motivational factors impact on visitors' experiences? (Packer & Ballantyne, 2002; 2004; Ballantyne, Packer & Hughes, 2008)? Not surprisingly, most simply wanted a nice day out with family and friends; learning about nature was a possibility but certainly not a priority. However, we did find something interesting – visitors were generally keen to discover new things, expand their knowledge and be better informed, as long as the information was presented in an interesting way. People see zoos and aquariums, for example, as places where learning is fun and emotionally engaging. Our research found that the educational and entertainment aspects of a visit are not only compatible, but synergistic, and people seek an experience that has elements of both. Although most visitors don't come with a deliberate intention to learn, they do seek, or can be drawn into, an experience that incorporates learning (Packer, 2006). This told us that the design of on-site environmental messaging and activities would need to be engaging but not have the appearance of being overly effortful.

Strategies for encouraging environmental behaviour change

A series of studies exploring the design and impact of on-site factors followed – these were predominantly conducted in wildlife tourism settings – zoos, aquariums, wildlife sanctuaries, beaches (Ballantyne, Packer & Hughes, 2009; Ballantyne, Packer & Falk. 2011; Ballantyne, Packer & Sutherland, 2011). Worst project ever was handing out surveys on whale watching cruises – those who have weak stomachs will know exactly what we mean (Hughes, Ballantyne & Packer, 2006)! These studies revealed that most visitors already knew the planet was in trouble; what they wanted was evidence and guidance about what they personally could do to make a difference. For many, the scale of the problems seemed insurmountable or too far removed. Linking global issues to things happening in visitors' local area, engaging visitors' emotions, asking people to reflect on their own actions, and providing specific and easily achievable strategies for action all proved to be important in changing people's environmental behaviour (Ballantyne, Packer, Hughes, & Dierking, 2007; Packer & Ballantyne, 2013a; 2013b).

Translating intentions into actions using post-visit action resources

Because our projects predominantly gather data pre-visit, immediately post-visit and long-term (4-6 weeks after the experience) we were able to surmise that hearts were certainly willing during and immediately following the tourism experience. Many visitors were able to clearly articulate how they would change their off-site behaviour and expressed strong intentions to do so. Across the studies, around 10% of visitors adopted substantial and sustained environmental actions, but for most, their good intentions simply didn't materialise. Many either forgot or slotted right back into old routines (Ballantyne & Packer, 2011; Hughes, 2013).

Undeterred, we set about designing projects to explore the design and impact of post-visit support on long-term behaviour change. We figured that post-visit exercises and discussions worked for school excursions – they should work with all visitors. A series of field experiments in captive and non-captive wildlife contexts showed promising results – visitors provided with post-visit support (activity kits, online resources, prompts, social media posts) were significantly more likely to adopt environmental actions in the weeks following their visit than those in control groups (Ballantyne, Packer, Hughes, & Gill, 2018; Hughes, 2011; Hughes, Packer, & Ballantyne, 2011).

Tailoring conservation messages to personal values priorities

While these improvements were encouraging, the team still had niggling doubts that we weren't engaging and inspiring as many people as we could. What were we missing? We went back to thinking about pre-visit and on-site factors, asking ourselves whether the 'one size fits all' model that we (and most tourist sites) were using was actually the best approach. This led to a collaboration with academics from University of Western Australia to examine whether visitors with different value priorities responded to on-site environmental messaging in different ways. Experimental studies with twelve zoos and aquariums in Australia, USA and Canada provided some interesting insights. First, educators and interpreters working in zoos and aquariums tend to prioritise Self Transcendence values; not surprisingly, they also framed site messaging and activities around these values (Packer, Ballantyne, Hughes, Sneddon, & Lee, in press). Second, most zoo and aquarium visitors also shared these values (Ballantyne, Hughes, Lee, Packer, & Sneddon, 2018). What about people who prioritise the other three values?

We conducted extensive focus group interviews at zoos and aquariums in Australia, USA and Canada and identified clear patterns in the preferences and perceptions of visitors who prioritised different types of values We translated these findings into a values-based interpretation matrix (Ballantyne, Hughes, Sneddon, Packer, & Lee, 2021), and developed visitor enrichment materials tailored to each of four values groups. Our studies revealed that visitors who were provided with conservation messaging that matched their values were significantly more likely to adopt conservation behaviour than those exposed to the generic zoo messaging (article in preparation). The ramifications for practice are still being discussed, but the possibility of using apps to deliver customised values-based tourism experiences and post-visit support directly to visitors' phones is not so far-fetched. The days of using a 'one size fits all' approach to changing visitors' environmental behaviour could soon be numbered.

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Written by Karen Hughes and Jan Packer, The University of Queensland, Australia
Read Karen's letter to future generations of tourism researchers

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52. FILM-INDUCED TOURISM - Contributions by Anna Irimiás

Stories have always been my passion. I have been an avid reader ever since I can remember, and I have always loved being transported into imaginary worlds and experiencing different lives and periods of history through stories. As a movie-aficionado, I chose a high school where I could learn about theories of mass communication, the history of cinema and practical skills such as video making and editing. For personal reasons, I went on to university in Sicily (Italy) a well-known film tourism destination, of course, where I continued to study literature and languages and completed my PhD in human geography. Not a linear career towards business management, you could say. To be honest, I had no intention of doing tourism research until I met my mentor (one of my best friends) Gábor Michalkó. He gave me several opportunities to explore the interconnections between art, place and tourism. Since then, my academic career has largely focused on the ways in which media productions influence tourist behaviour.

I strongly believe that the arts reveal the complexity of the human psyche. Novelists and film directors, in very different ways to marketing experts, can capture the psychological nuances of behaviour. This belief has been the engine of my work. My approach has been influenced by a commitment to bring new insights into the field of tourism building on my cross-disciplinary background. Over the last 15 years, I have published a range of studies exploring how tourism marketing research can benefit from arts-based approaches and how mass- and social media impacts tourists' behaviour and destination marketing (Irimiás, 2012; 2015a; 2015b; Irimiás and Mitev, 2021).

Film tourism is a tourist activity induced by the viewing of films, TV series and, more recently, digital media (Beeton, 2016). Its study is cross-disciplinary in both scope and subject matter. I employ surveys, interviews, participant observation, social media analysis, netnography and visual methods to investigate how to frame and conceptualise value creation for tourists. With my background in geography, one of the questions that most fascinated me has been how tourism destinations leverage on the interconnections between fictional stories, symbolic marking and film tourism. My most important contributions to the research field are, I believe, the following:

Tourists attribute diverse meanings to mediatized places and the fact that they have been immersed in a story influences their travel decision-taking

Our study, designed to explore the benefits of narrative transportation as a kind of travel-experience in a fantasy world, showed that watching TV series is a form of escapism (Irimiás, Mitev and Michalkó, 2021a). We operationalized narrative transportation theory to link this phenomenon to tourism. This helped us to define the different stages at which tourism marketers and planners can build a marketing or a demarketing strategy to manage tourist flows to filming sites. My co-authors and I were also curious to understand how tour guides can transform film tourism experiences (Irimiás, Mitev and Michalkó, 2021b). We used grounded theory to develop a model of the multidimensional realities of mediatized places, places where a story is set or filmed. This model illustrates how tour guides, aware of the different meanings that tourists attach to places, choreograph the shifts between a city's past, its present and its role in a particular fantasy world. We found that this switching between different realities results in greater tourist involvement. Tour guides detailed knowledge of both local history and the film/series set in the location are key to designing memorable tourism experiences.

Mediatized places need to be identified with the tourism destination in tourists' minds

I was born and raised in Budapest (Hungary), the city that stood in for Buenos Aires in '*Evita*', and Paris in '*Bel Ami*'; it was the NASA headquarters in '*The Martian*', and the scenes in '*Red Sparrow*'-s St. Petersburg's theatre were shot in the Opera House, just to mention a few of the blockbusters filmed in my hometown. Compared to other cities with a lively film industry (Irimiás, 2019), Budapest's potential as a film tourism destination has not yet been fully recognised. The spatial appropriation of place through runaway productions led to a dissonant relationship between places seen as a filming location and as a film tourism destination. The lack of a film tourism development strategy deprived the city if the capacity to create a narrative and visual imagery with global appeal (Irimiás, 2012). Indeed, marketing initiatives can be launched when a destination has been identified as a filming location.

Figure 1. Budapest (Hungary) a filming location but a not-yet film-tourism destination.

In order to provide evidence for the above insight, we adopted a long-term perspective and investigated a chosen destination's ability to strengthen tourism marketing through movie productions (Volo and Irimiás, 2016). In a holistic single case study to Cefalù (Sicily, Italy), we found that the town's strong film legacy had not been leveraged to promote the destination due to a lack of competences within the destination marketing organisation and the local entrepreneurial community. Such a pity if we consider that through the different and world-famous filming productions, '*Nuovo Cinema Paradiso*' by Giuseppe Tornatore and '*Il regista di matrimoni*' by Marco Bellocchio, Cefalù has built a unique film heritage.

Marketing to film makers is essential to attract productions but long-term strategies are also needed to enhance local creative industries and to undertake film-tourism initiatives

In many places, public bodies offer tax credits and support to foreign productions to attract blockbusters. Cities that are popular among film makers can be attractive to them for business reasons (cheaper production costs, easy access to heritage sites). However, few of these productions do justice to the cultural and historical richness of a place itself, and Budapest, for example, risks being used as a production "playground" (Irimiás, 2015b). I carried out structured interviews with production companies and hospitality service providers to understand their business strategies for attracting film makers. I found that when production companies only trust their personal contacts or word-of-mouth within the sector, their strategies are rather short-sighted. In other cases (Irimiás, 2017), like in South Tyrol (Italy), a public institution is -through the film commissions- is responsible for attracting productions and nurturing local talents. Business relationships, while strengthened through personal contacts, are characterised by trust in institutions. A long-term perspective on building relations with film companies brings benefits to the local creative sector which makes the destination less dependent from foreign productions. A fruitful creative sector has an impact on tourism as well.

My future research

I am thrilled by the prospect of investigating the changes and challenges thrown up by the new media and content platforms such as Netflix. These technological innovations have radically changed our media consumption habits and, in this new context, elaborated intrusion theory can expand our knowledge on how visuals influence our desires (Irimiás and Mitev, 2021). One of my goals is to explore whether and how we immerse ourselves in media productions -and in stories generally- while travelling. This research path is connected to consumer behaviour in e-tourism (Volo and Irimiás, 2022). Hopefully, my critical approach to digital technologies in tourism will offer insights for destination management organizations, tourism enterprises and practitioners into how to connect arts, places and tourism.

In this short contribution, I have included my works published in Hungarian, in Italian and in English. As a researcher employed in both Hungary and Italy, I consider it important to publish original, high-quality contributions in the languages of these countries. I would also like to state my gratitude to my brilliant and creative co-authors Serena Volo, Ariel Mitev and Gábor Michalkó: throughout my career, collaboration with them has been of huge benefit to me and our discussions have been essential to my growth as a researcher. Last but not least, I am also grateful to Rachel Murphy for our precious collaboration.

Written by Anna Irimiás, Corvinus University of Budapest, Hungary
Read Anna's letter to future generations of tourism researchers

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53. TOWARDS JUST TOURISM AND PRAXIS WITH EMPATHY AND CARE - Contributions by Tazim Jamal

This essay is being written on a beautiful summer day in Victoria, British Columbia (Canada). The province has just chalked up an unprecedent heat wave and numerous wildfires rage in the province, obliterating the community of Lytton, B.C. while neighbouring provinces experience the worse air quality due to the smoke (https://www.vice.com/en/article/wx57qx/inspiring-canadas-air-quality-is-some-of-the-worst-in-the-world). But in this popular destination (Figures 1a, 1b), tourists are venturing tentatively forth during the COVID-19 pandemic (vaccines are now available), braving the delta variant and lifting of mask mandate by the provincial health authorities on Canada Day (July 1). I stopped at a local whale watching tour company where Liam (a pseudonym) explained how the business operated on carbon neutral principles, contributed a portion of tourist revenues to sustainable development projects, and endeavoured to facilitate ecosystem health through *regenerative tourism*, rather than merely sustaining the environment via *sustainable tourism*. Liam is an undergraduate student, his vision is inspiring for good tourism futures and hopefully to you too.

Figure 1a. Only a few resident orcas survive in the local waterways as the Pacific salmon they depend on are decimated. But tourists can still view transient (visiting) orcas on their marine tour. Why is the flag on the Empress at half-mast in early July, 2021? Photo credit: Tazim Jamal. July 9, 2021.

Figure 1b. Touristy scene in mid-July at the inner harbor of Victoria, B.C. (Canada). It's business as usual, the Canadian flag back at full mast as the red flowerbed in front of Victoria's House of Parliament blazes "WELCOME." Photo credit: Tazim Jamal. July 19, 2021.

I shared my recent blog on regenerative tourism and just futures with Liam (https://goodtourismblog.com/2021/06/towards-a-new-paradigm-for-regenerative-tourism-and-just-futures/; see also Dredge, 2021). What does regenerative tourism mean? To Liam it seemed to mean being locally focused, restoring and improving ecological systems and the things it in, leaving the place healthier and more resilient, better than it was before. You as future women academics recognize, too, that his vision entails *relationality*—seeing the place and things in it in relation with each other and with the world. The tourist is a key actor in this relationality. Yet, how many tourists enjoying local seafood here understand the plight of the Pacific salmon? Or where that tasty fish on their plate came from? Was it certified as sustainably caught? Indeed, environmental literacy is and ought to be a key priority in marine and other eco-tours.

But is it just environmental literacy or would you agree that social literacy is crucial too? Should the visitor's leisure hours also be troubled by learning about how tourism neocolonialism intersects with settler colonialism in this pretty destination? And about social injustices on tribal communities dispossessed of their lands and whose children are gradually being discovered in mass, unmarked graves beneath once active reservation schools in B.C? Will you see the relationality and potential of touristic spaces to foster a form of *restorative justice* and healing through dialogue and conative empathy—not just feeling empathetic, but acting on it to enable democratic action and change? (Jamal, Kircher and Donaldson, 2021)? Far too little has been done on the potential of touristic sites to facilitate dialogic healing and reconciliation with past injustices. It is a hope we pass on to you to embrace and actualize.

Liam's intense thoughts were accompanied by that pandemic refrain, "smile with your eyes." He had his mask on, the crusty fisherman I met on the wharf a few minutes later did not (he was outdoors, not engaging with the public as Liam was and the mask mandate was no longer in effect anyways). His weather-beaten face extended a sincere welcome as he chatted and offered to share with me the devilled eggs that he had just bought at the nearby fresh fish store, Finest at Sea (a sustainable treat awaits there—even the cutlery is biodegradable cellulose!). He was readying his boat for a long commercial tuna fishing trip. Liam and the tuna fisherman reminded me of many acts of kindness and generosity, and countless enriching conversations with local residents during my research and leisure travels. Yet, how well do we understand *hospitality* and visitor *experience*, after all those countless surveys and boxes of quantitative modelling (or the less than richly phenomenological experience studies which taken immense time and need generous word space in journals we publish in?)?

What does hospitality *mean* on unceded lands and the troubled history of Indigenous dispossession, or the exploitation of Indigenous and other ethnic and cultural minorities by dominant interests? What ought tourists to understand about the postcolonial history that the Empress Hotel's high tea offerings is set in, the settler colonialism and *unceded lands* they are walking on (do look it up if you don't know what this means)? How to communicate this in a way that facilitates *equal dignity* and *equal respect* (Nussbaum, 2011; see also Jamal, 2019, p. 68), critical awareness, solidarity, and healing of past wounds and injustices?

Rest assured, some enterprising research and poststructural insights on hospitality are arising to offer you a glimpse out of the modernist tropes that much of our literature is ensconced in (see, for example, Lynch 2017). Reach into inter-/trans-/post-disciplinary spaces for rich insights and directions, not just for your research publications but also for *praxis*. You may need to stand up for academic freedom, though—critical race theory is under attack in some US educational institutions currently (https://www.washingtonpost.com/nation/2021/07/22/critical-race-theory-founders/). What's next?

More will be needed from you to facilitate the potential of just and fair tourism in a (post)pandemic Anthropocene. Black Lives Matter. Other lives, human *and* non-human, matter.

Rising to the challenge: Critical action with empathy and care

How are our students and future tourism academics researchers preparing for a future in the accelerating Anthropocene? Extreme weather, wildfires and climate change are all in the news. It's a brave new world and I fear we are not preparing you well. You cannot seek shelter within academic ivory towers as ethical responsibility calls. How many delta variants and other global epidemics and pandemics await? Why did we not learn better from SARS? Droughts and water shortage, rising sea levels and extreme weather affect millions of inhabitants in the sub-tropics and other places worldwide. How long has it taken tourism scholars to wake up to the urgency of climate change? What will you do? Yours is a (post)pandemic world that requires critical action and change, i.e., *praxis*.

Neoliberal organizations like the UNWTO have been very slow to react to the pandemic, as have many governments and institutions that had the capacity to prioritize public health and swift action (Jamal and Budke, 2020). Cruise ships floated around the Pacific while Wuhan shut down on the eve of Chinese New Year. Neoliberal malaise. New ways of thinking and new approaches to tourism pedagogy, research and action are needed to facilitate collaborative engagement, critical thinking, and empowering students, residents and communities to act on global threats and exploitation of the local and global commons (ecological and social-cultural).

For example, you might incorporate community service-learning research into a critical pedagogy oriented to *praxis,* accompanied by an *ethic of care* and *conative empathy* (see open access paper by Jamal, Kircher and Donaldson, 2021). Your responsibility includes the public good, empowering students and empowering destination communities to achieve their aspirations for well-being and sustainability. But first reach out to understand the world of the other *from the viewpoint of the other*, i.e., exercise conative empathy to empower critical action and change. It is integral for facilitating constructive democratic action for justice and fairness, and coordination and regulation of an international tourism industry that continues to perpetuate deep structural injustices while it runs on smoothly oiled neoliberal values that benefit a select few. Merely reading or writing about it with epistemic empathy or affective empathy simply will not suffice (Jamal, Kircher and Donaldson, 2021).

Tackling structural injustices

It becomes quickly evident that many injustices are historically and institutionally entrenched. Taking

a relational approach shows how the inanimate and the animate, the tangible and the intangible, the past, present and future, are deeply interwoven (e.g., Smith, 2021; see also Ch. 1 in *Justice and Ethics in Tourism*, Jamal, 2019). Issues like climate change and global plastic pollution are "wicked problems" embedded in economic as well as social and governance structures (education, justice, policing, etc.). So are historically entrenched racism and discrimination, such as ensue from imperialism and (settler) colonialism. The consequences are rarely fair or equitable; low income, poor and vulnerable groups are often the most adversely affected. But how well are structural injustices identified and addressed in tourism studies?

Political philosopher Iris Marion Young elaborates clearly on social justice and responsibility for structural injustices (see Young, 2003 example of sweatshops), Will you be brave enough to fill this gap in tourism studies that women academics ahead of you are beginning to fill in (e.g., Dillette, 2021)? Responsibility in a local-global tourism system to such structurally engrained global threats and injustices is necessarily global and local. See, for example, this open access article by Krisztina Elefheriou-Hocsak (https://goodtourismblog.com/2021/08/one-tourism-beach-at-a-time-local-action-can-help-turn-the-tide-on-marine-plastic/) on the response of a local Cyprus based NGO to marine plastic debris and plastic pollution in the Mediterranean destination.

However. it takes two to tango, and well-informed tourists (who are residents *somewhere*) can hold their policy makers accountable and ensure businesses exercise corporate social responsibility with the help of relevant policy. That, too, is among the tasks that await you in the challenging futures. Change is slow, time is racing, but there's hope when friends joyously bring home these souvenirs for me —a hand-carved street etching *and* a cloth laundry bag from Four Points by Sheraton. "Look, no plastic" they say proudly, but they also recounted how much plastic had floated up on high tide in their old coastal home, now wall-to-wall with tourist hotels.

4 Points by Sheraton

Bring no plastic bags into Kenya
said Lufthansa before landing
So expect cloth laundry bags
At Nairobi's Four Points by Sheraton

Nairobi National Park
Teemed with wildlife
But in neighboring Tanzania
plastic floated in with the tide

Maasai souvenirs delight visitors
Fragrant mandazi* fill their bellies
But to those who once lived there
Neither country said 'welcome home'

April 13, 2019
Tazim Jamal, Bryan, Texas

*mandazi is a traditional sweet, fried bread consumed on the East African coast.

Photo credit: Tazim Jamal

My hope is that you will not shy away from that necessarily critical but empathetic research 'gaze' to tackle global threats and structural injustices in the vast machinery of neoliberal globalization and international tourism. Will you be willing to let go of the modernist principles and Eurocentric 'gurus' that many of us ahead of you were trained to emulate? Developing a critical edge is part of a lifelong process of becoming and there are scars to be bear when you have the courage to tackle injustices in the local-global tourism system. Hope arises as you observe diverse researchers share their locally situated, *standpoint epistemologies* (Haraway (1988) and pluralistic worldviews (see, for example, Santafe-Troncoso and Loring, 2021; Escobar, 2017). As they illustrate, it is really important to understand the destination, its people, its history and its social-ecological context, before framing your research questions. Take the time to know the place well, let its beauties and its trouble speak to you. Understand how it speaks to visitors. Whose interests and aspirations are you working towards?

And so the journey continues, mine and yours, for we are always in the process of *becoming* (academic and "other"). You will find your way, have courage, take strength from this marvellous, enriching, enigmatic phenomenon called "tourism" for it has much to offer for enriching, transformative experiences, well-being, and restorative justice. For me it is an ongoing "battle" to shed old modernist entrapments and develop non-dualist, posthumanist sensibilities towards "good tourism" with inclusivity and care for human and non-human others (Guia and Jamal, 2020; see also https://atig.americananthro.org/sustainable-tourism/).

This little story below emerged late one night, unable to sleep, troubled by fiery red "kangaroo paws." Yes, it is the name of the Aussie blooms a young woman had brought me. The empty juice bottle she left behind too...yet another item to recycle along with the memories it evoked. It was less than two years since I had graduated and arrived in Texas as a newly minted academic when I sketched the restless thoughts below. What will your story be to future women academics that you mentor? How will you advise them on the challenge of being a diverse scholar and a minority, bearing the indifference of a dominant group (see Young, 2011, on recognition of difference)? Like you, perhaps, some will have journeyed far from home in search of safety, security, and just tourism futures in research and *praxis*. Like my students, whom I sincerely thank, they will bring situated knowledges and pluralistic worldviews from the Global North and Global South to enrichen tourism studies.
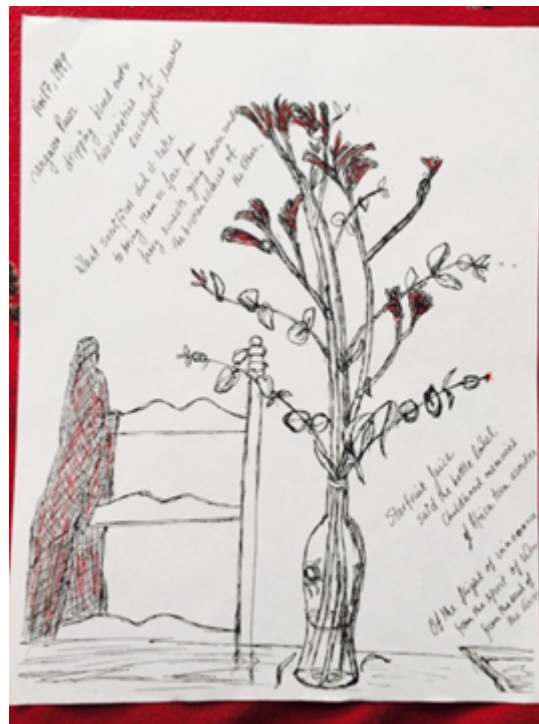
Kangaroo Paws

dripping blood onto two varieties of eucalyptus leaves

What sacrifices did it take
to bring them so far from
fiery sunsets going down under
the broken silence of the Other.

Starfruit juice

said the bottle label

Childhood memories

of Africa torn asunder

Of the flight of innocence
from the spirit of Woman
from the soul of the Earth.

Sketch and poem by Tazim
November 17, 1999
Bryan, TX

Restless night. I went to bed a couple of hours before the Aggie Bonfire collapsed early on Nov. 18, 1999.

Written by Tazim Jamal, Texas A&M University, United States

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54. POLICIES SHAPING TOURISM - Contributions by Marion Joppe

...We cannot work, or eat, or drink; we cannot buy or sell or own anything; we cannot go to a ball game or watch TV without feeling the effects of government... Government gives us railways, roads, and airlines, sets the conditions that affect farms and industries, manages or mismanages the life and growth of cities...

This is how Forsey (1980) described the importance of understanding the role of government in our everyday lives, but "government" is not a monolithic entity. It is ruled by elected officials and civil servants who are pressured by outside interests. These actors each have their unique values and ideologies which they will try to advance in a struggle for power and resource allocation. This is what we usually understand as "politics", the determination of who gets what, where, how and why. The party in power will make these value choices, whether implicitly or explicitly, and set policies that order the priorities and determine commitment of resources to ultimately influence the demand for and supply of tourism directly as well as indirectly.

The fascination with the decision-making process that can advance but also hinder the development of the tourism phenomenon started with my PhD and has driven my research directly and indirectly ever since. My thesis examined government intervention in tourism and studied a range of approaches from liberalism to interventionism to government control. I looked at how governments justify intervening in the economic, environmental and socio-cultural domains, the objectives that they pursue and the main regulatory and legislative actions taken (Joppe, 1983).

I was able to highlight these political processes by using France as the example. Not only is that country the world's foremost tourism destination, it also has almost every conceivable type of tourism there is from beach to alpine, urban, rural, cultural, sport, theme park, eco/nature-based, thermal spas, and many other declinations of the phenomenon. Furthermore, it has had periods that focused specifically on each of the three domains that we associate with sustainability. Under these three sub-headings, I will spell out how politics played out in terms of tourism development in France and highlight some of my research in the areas as well.

Economic interventions and justifications

After World War II, the need to rebuild and attract foreign exchange dominated much of the activities over the next 25 years. To accelerate the reconstruction of the country, all forms of transportation – air, rail and sea – were nationalized and tourism was placed within the powerful Ministry of Public Works and Transportation. Significant financial aid was provided to restore, upgrade and build hotel rooms, especially in the upper star ratings, and to modernize resort towns to attract international visitors. By the early 1960s this was seen as insufficient and the era of major land use planning for tourism began with the expropriation of the coastal regions Languedoc-Roussillon where seven resort towns were planned and built to divert the tourist flows into Spain. This was followed by the ambitious "Snow Plan" that saw the expansion of the number of ski resorts to 40, largely aimed at a high spending luxury market, without regard for environmental considerations. The partial rezoning of one of the national parks for ski resort development and the number of deadly avalanches linked to construction in avalanche prone areas resulted in a backlash and a halt of these mega-projects.

My research built on these insights by exploring government controls and support for tourism (e.g., Joppe, 1989), looking at international policy and how it shapes the business environment that has developed to respond to the growth in tourism demand (e.g., Joppe, 2016), the importance of innovation in enhancing the

economic returns on investment and its impact on productivity (e.g., Brooker & Joppe, 2014; Brooker et al., 2013; Joppe, Brooker, & Thomas, 2014; Joppe & Li, 2016).

Environmental interventions and justifications

The backlash that resulted from the disempowerment of the local population, the disregard for the environment and the almost manic built-up of integrated resort towns and cities forced a change in policy. New directives limited the geographic spread of secondary residences beyond the boundaries of existing town sites, prohibited all construction above 1600 metres, imposed a 50% quota on all new built accommodation to be low to mid-range, protected the seashore and access to it as well as public access to mountain paths. Although the first national parks were established in 1963, the first regional natural park was not set up until 1968. However, far more numerous these parks saw a significant expansion in the 1970s and 80s. Today, almost 30% of French lands and 22% of French waters are covered by some level of protection.

My contributions in this area concern themselves mainly with the provision of green and alternative tourism offerings in large urban environments (e.g., Joppe & Dodds, 2000; Dodds & Joppe, 2003) as well as the use and effectiveness of certification and corporate social responsibility programs (e.g., Dodds & Joppe, 2009a & b).

Socio-cultural interventions and justifications

The rapid rise in employment and economic well-being had given rise to the French welfare state, culminating in 1974 with the creation of a Ministry of Quality of Life. Part of the focus became greater access to leisure and vacation time as well as recreational opportunities. At the same time that the focus of support shifted to more moderate forms of accommodation, the government also started to invest massively in social tourism, a form of tourism that is aimed at ensuring that vulnerable and disadvantaged populations as well as youth and families are able to access the benefits of a break away from home. This is accomplished through holiday voucher schemes, steep discounts on public transportation and subsidies for the construction of modest holiday resorts. These actions are taken primarily because of the social and well-being benefits a holiday can deliver.

My research contributions to these efforts were largely undertaken through industry and governmental positions. However, more recently my research also addressed the need to broaden consideration of how planners reach out and include fringe stakeholders such as immigrants in the planning of resources and opportunities that meet their needs (e.g., Khazaei, Elliot, & Joppe, 2015; Khazaei, Joppe, & Elliot, 2019). This research built on early work about community-based approaches (e.g., Joppe, 1996a) and their critique (e.g., Joppe, 1996b). However, government action in this domain also includes employment opportunities which includes labour legislation and the requisite skills through training and education.

Here, my largest contribution has been in the area of skills development (e.g., Joppe, 2012), the impact of labour management on productivity (e.g., Li, Joppe, & Meis, 2017), and the challenges faced by migrant workers in coping with labour shortages (e.g., Joppe, 2011).

As you will have noted from the above, my contributions to knowledge have been as eclectic as my work experiences. Very much an applied researcher, my research has been driven by the needs of the sector and its various stakeholders, meaning that my contributions are always informed by lived experiences. Since policy reflects decisions related to goal-determination and the selection of methods to achieve the goal, the list of options to ensure a regenerative form of tourism is endless. The complexity of the tourism system is such that policies that only aim at a specific objective without considering the broader context can do more

harm than good by inadvertently impacting aspects of tourism that were not intended or considered. I've talked about the need for policy relevant research in Joppe (2018), where I also provide an example of just such a policy based on good intentions but with severe consequences for a group of tourism providers.

Much of my work has been collaborative and so these contributions to tourism knowledge are not mine alone. Even more important have been the many people from all walks of life willing to engage in discussions and offering critiques that have helped to shape the insights represented by these contributions. I am grateful to them all.

Written by Marion Joppe, University of Guelph, Canada
Read Marion's letter to future generations of tourism researchers

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55. MAKING TOURISM EDUCATION AND RESEARCH POSSIBLE - Contributions by Catalina Juaneda

I love the beginnings

Life is usually full of changes, the very evolution of our body and mind proves it to us. In our professional life there are usually changes, or at least this has been my experience, and I have to say that I love changes or, rather, I adore the beginnings that each of these changes entail. Those exciting moments that are usually linked to personal decisions with a certain risk, those new collective projects that make you feel in communion with others, the satisfaction of the achievements made and the strength to face difficulties.

I have been lucky enough to experience some changes that have been exciting to me, such as leaving my homeland, Majorca, to study a Bachelor in Economics at the University of Barcelona or finishing my studies to take my first steps as Assistant Professor of Econometrics at that University. Although perhaps the most significant change for me was to accept a position as a professor at the University of the Balearic Islands (hereafter UIB), thus returning to my homeland and facing new challenges that I would never have imagined. In a young university and a newly created Faculty of Economics and Business Sciences, everything was to be done, both in the field of new studies and research in economics and in tourism. It was a real starting point for me. As I will explain later, I truly enjoyed working collectively to create a solid framework, a building, metaphorically speaking, in which to develop teaching and research in both economics and tourism. This is the experience that I want to explain in these pages, since, although I have participated in multiple initiatives and I have held many positions, the period dedicated to starting initiatives in the fields of tourism and economics were very fruitful. I believe that my contribution at that time was similar to a grain of sand, but a grain of sand necessary to fill the beach. I intend to encourage you all to put more grains of sand on that beach.

Making way towards the creation and transmission of tourism knowledge

The trajectory that tourism development in Spain has followed since its beginning to repeatedly occupy, according to the UNWTO, one of the top three positions in the ranking of countries receiving tourism in the world, is closely related to the frenetic tourist activity of the Balearic Islands (Majorca, Minorca, Ibiza and Formentera). The Balearic Islands are now one of the leading destinations both in the nationally and in the Mediterranean. The intense and intensive tourist specialization of the archipelago has been achieved following a process of more than seven decades in which the stages enunciated by Butler in his Life Cycle of Tourist Destinations can be easily identified (Butler 1980).

The different stages of the development of the Balearic Islands as a destination are related, as it could not be otherwise, with the evolution of higher education and research in tourism both in Spain and in the Islands themselves, both aspects to which I have been fortunate to be able to contribute from my position as academic at the University of the Balearic Islands.

More specifically, my contributions to tourism knowledge have been developed in two different, but totally interrelated, sides: one of them is the creation, within the UIB, of an appropriate framework to promote and develop studies, research and knowledge transfer in tourism and the other is the realization of research activities as such as projects, publications, conferences, etc. It is curious that, although the right thing to do would have been to first build the framework in which to develop research and then to do research activities there, the truth is that, in my experience, this is not always done in this way. Often the process start with voluntary actions carried out by some visionaries who tacitly decide to start the process and learn

as they go along. Therefore, in the early days of initiatives of this kind, the two sides mentioned above are often intertwined to take advantage of the opportunities of each moment and the resources available. In this sense, I find inspiring the verses by the Spanish poet Antonio Machado in his poem *Caminante no hay camino* (in *Proverbios y Cantares*): *Caminante no hay camino, se hace camino al andar* (*Wayfarer, there is no way / Make your way by going farther*).

It is from this personal experience that I have just described, that I have structured the present contribution. In it I will refer to the two sides mentioned before, although I would like to highlight the first of them since it is the one I consider the most useful when it comes to encouraging other researchers who are participating in the construction of a framework in which to develop their work. As I said earlier, I believe that the beginnings are always exciting, and I am proud to have contributed to the promotion of education, research and transfer in tourism in Spain and, in particular, in the Balearic Islands. Giving this impulse was obviously, a collective task that was faced with tenacity and enthusiasm, being both attitudes necessary to achieve it, mainly considering that the work of professors and researchers in tourism has been often developed in a context of lack of support and little understanding towards the importance of tourism as a field of knowledge by both public institutions and the private sector.

Next, I will present in an intertwined way my main contributions to the two sides. I will expand more on the first since it was the most important for me, the one in which the foundations that were going to support the structure for the development of education and research in tourism in the Balearic Islands and, collaterally in Spain, were laid.

Laying the foundations for education and research in tourism

The intense tourism activity that has characterized the Balearic Islands for decades has been promoting at all times the development of a wide spectrum of educational options among which the higher education in tourism offered by the UIB for years has always stood out. In this sense, the UIB was always one of the a pioneers in Spain in the implementation of tourism studies. Thus, it was one of the first universities to have university studies of 3 years (*Diplomatura de Turismo, launched in the in 1998)*). This degree coexisted with another two-year degree created previously and that complemented it (Higher Diploma in Tourism) and that was inspiring similar diplomas in other Spanish universities. It was in the Higher Diploma in Tourism where I was a professor for the first time in tourism studies, a new field for me, trained and doctorated in Economics. Shortly after, in 2000, I was appointed director of this Diploma for seven years. It was then that I learned how costly it was to convince the different stakeholders involved in tourism that there should be qualified professionals for public and private management and that it was convenient for them to have specific training in tourism. In the decades before the year 2000, despite the millions of tourists arriving in Spain, companies, public sector and even universities had not yet assimilated this necessity. This problem was not specific to Spain, but the undervaluation of specialized training in tourism was, and probably still is, common in a wide spectrum of countries and also extended to the professional opportunities offered by the tourism industry (Richardson, 2010).

At the beginning of the second millennium and after much effort on the part of the academics who were involved in what we could call *the fight* for the recognition of higher studies in tourism, the Bachelor of Tourism was implemented with the same category as the other studies of the catalogue of Spanish university degrees (4 years of duration , etc.). Do not forget that, as Ayrey & Tribe (2005) and Ayrey et al (2014) say, tourism as an area of study has been continuously questioned in both the past and today. It was in the 2008-2009 academic year when the long-awaited Bachelor in Tourism at UIB began, teaching myself in it since then.

This journey to achieve normality and to advance, sometimes slowly, in the recognition of higher education in tourism by the various tourism stakeholders, happened simultaneously when in Spain bold researchers in tourism emerged in an isolated and spontaneous way. It was necessary to be bold and reckless, since the recognition of the results of research (articles, books etc.) in Spain was scarce or non-existent. In fact, in the field of social sciences, the assessment of publishing in international journals and in journals with an impact

factor had not yet been extensively introduced in Spain. Therefore, there were some academics introducing us to an unknown and difficult world, with scarce resources and guided only by the intuition that this was the way to go. All of this was difficult, but at the same time exciting, I admit it. It was in that context that some of us began to investigate certain aspects of tourism demand such as the phenomenon of the repetition of the visit on the one hand, and the characterization of tourist expenditure on the other. We also paid attention to the interrelationship between both aspects. These lines of research paid off in publications and in journals such as Tourism Economics, Tourism Management and Annals of Tourism Research. The articles by Juaneda (1996), Juaneda & Sastre (1999) and Aguiló & Juaneda (2000) were three of the first publications in prestigious international journals published by UIB researchers.

At the beginning of the new millennium came the time when these same academics, most of whom specialized in Economics and Business Administration, saw that our isolated and wilful efforts should be organized around a structure that should include research teams and postgraduate and doctoral studies in tourism economics. In other words, a solid framework had to be built on which to lay the foundations for the development of research. It was to this task that I was intensely devoted for several years. To put the first blocks to the foundations, several initiatives for the creation of postgraduate courses emerged: The Master in Tourism Management, the Master in Tourism Management and Planning and the Master in Tourism and Environmental Economics. Some of these initiatives were pioneers in Spain and even the last one, created in 2004, was one of the first of its kind in the world. Its conception as a Master with international professors and students, thanks to the tutelage and support of the renowned experience of Professor Jafar Jafari, opened the doors to collaboration with researchers from other countries, which greatly enriched our work. It was these years of intense work participating in the creation of the Master in Tourism Management and Planning and the Master in Tourism and Environment Economics and being director of the latter, which allowed me to see the different perspectives with which to approach tourism knowledge and the different visions of the various stakeholders. At the same time, in the academic year of 2003-2004, we created the PhD Program in Tourism and Environmental Economics to complete the research training options. I was also a director of this Program throughout its existence. At that time, there were only two universities in Spain offering PhD Programs in tourism. We worked hard to get the quality mention awarded by the Ministry of Education to PhD Programs that met certain requirements and we succeeded. This milestone was very unheard of in Spain for a doctorate in the field of tourism. As is well known, this field of research is often dispraised by specialists from other scientific disciplines (Ayrey et al, 2014), including those in Economics. Therefore, obtaining this mention of quality being a PhD Program in Tourism and Environmental Economics was an extraordinary effort on the part of all the professors involved in proving our research value in a context that was not particularly favourable to us. All of this was a very enriching process, personally and collectively, and very rewarding to see that we were building the backbone structure around which to research, create and transfer tourism knowledge: Bachelor's, Master's and PhD Program on the one hand, and research groups on the other.

As expected, once the foundations of the necessary structure for the development of research in tourism were laid, its fruits were obtained: research projects funded in competitive calls, publications in international journals, PhD's theses, relations with researchers from other universities in Spain and the world. These achievements contributed to the fact that, at that time, the UIB occupied the first place in tourism research in the ranking of Spanish universities, valuing the articles published in indexed international journals (Albacete-Sáez & Fuentes-Fuentes, 2010) and that the UIB was in the ninth position among all the universities in the world (Park et al, 2011). In little more than a decade, the foundations had been laid for the creation of a building in which to contribute to the creation and transfer of tourist knowledge.

It was in this already more consolidated situation that I participated in research projects in the field of econometric modelling of tourism demand and within it, in the economic analysis of tourism expenditure and its relationship with consumer loyalty (Alegre & Juaneda, 2006). In addition, thanks to the collaboration arising from Dr. Wineaster Anderson's doctoral thesis (Anderson, 2008) on the motivations of choosing the All-inclusive travel mode, several publications in which I took part emerged (Anderson, Juaneda & Sastre, 2009 and García et al, 2015).

As I have previously pointed out, I am pleased to have contributed to the construction of this building that has enabled many achievements in the field of education and research in tourism and in tourism economics at the UIB and that have had repercussions at national and international level. Personally, the path traveled at that time has allowed me to meet great people who have opened my mind, who have let me share the vertigo of jumping into something completely new and feeling that many things are possible, even if someone tell us otherwise. Although I will not name them, it is a good time to thank them.

I wanted to share my experience of those years with the intention of encouraging tourism researchers scattered around the world who are at the beginning of education or research projects to carry on, hoping that their experiences will be as or more satisfactory than mine. They will have to face problems and defend their projects tooth and nail, but I hope that the result will be positive for you, for your communities and for tourism knowledge.

Written by Catalina Juaneda, Universitat de les Illes Balears, Spain

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56. TRAVEL DECISION-MAKING - Contributions by Marion Karl

"Making mental connections is our most crucial learning tool, the essence of human intelligence; to forge links; to go beyond the given; to see patterns, relationships, context" – Marilyn Ferguson, American writer

Travel decision-making from a behavioural geography perspective

I am a human geographer by training and my research in tourism is clearly shaped by my disciplinary background. Geographers are often interested in relationships between places, people or companies in order to understand the underlying patterns and to explain how the context or environment shapes human behaviour. More specifically, I apply a behavioural geography perspective in my research. Behavioural geography is an interdisciplinary field, strongly influenced by psychology, and focuses on the 'how' and 'why' of human behaviour (Gold & Goodey, 1983; Walmsley & Lewis, 2014).

In my research on travel decision-making, behavioural geography helps me explain tourists' travel behaviour as the outcome of a cognitive decision-making process which is itself influenced by their perceptions of the environment, their individual characteristics or personality traits as well as the context in which the decision takes place. To capture all aspects, I combine consumer behaviour methods to study individual decision-making processes (interview, survey, experiment) with economic geography methods to explain behavioural changes on an aggregated level.

Travel decision-making is embedded in layers of individual tourist attributes and social, spatial, and temporal context.
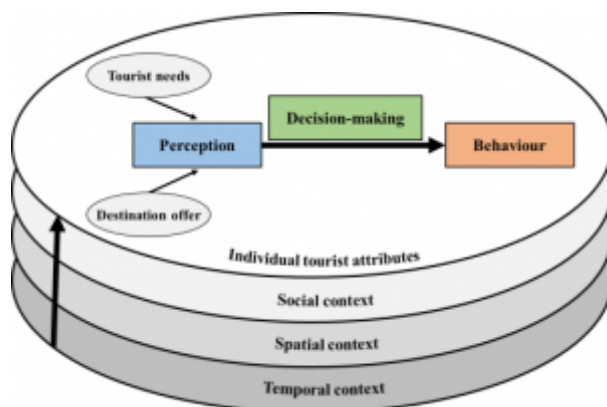
Figure 1. Travel decision-making in a contextual framework.

Tourism is a complex system of several interrelated contextual layers (Figure 1). First, travel behaviour is embedded in the individual attributes of a person (Li et al., 2020). Second, travel behaviour depends on the social context as travel decision-making is influenced by information from the social environment (e.g., Boavida-Portugal, Ferreira & Rocha, 2017). Third, travel behaviour can be explained by the spatial context (e.g., Jiao, Li & Chen, 2020), as the residential environment (urban/rural, access to airport) and economic or social regional disparities also influence this (Bernini, Cracolici & Nijkamp, 2017). Looking into all contextual

layers at the same time with a quantitative approach is a challenge because each tourist can be influenced differently by each contextual layer. Qualitative approaches may be more suitable here. For example, in a qualitative study, we simultaneously demonstrated how all these contextual layers impact travel decision-making processes of people with disabilities (Pegg, Karl & Harpur, 2021).

Moreover, travel behaviour is time-variant and changes over the course of someone's life (Karl, Reintinger & Schmude, 2015; Randle, Zhang & Dolnicar, 2019) and with increasing age (Huber, Milne & Hyde, 2018; Karl, Sie & Ritchie, 2021b), depending on external developments, such as terrorism, economic crises or a global pandemic (e.g., Karl, Winder & Bauer, 2017; Zenker & Kock, 2020) and between generations (e.g., McKercher, Lai, Yang & Wang, 2020). Analysing simultaneously these temporal effects to understand how travel decision-making is shaped by the temporal context is challenging – but possible if statistical knowledge and sufficient individual-level data is available (Weigert et al., 2021). A specific feature of travel decisions, in particular destination choices, is that they are negotiation processes between tourists' needs and the destination offer (Bekk, Spörrle & Kruse, 2016). When applying a behavioural geography perspective to examine travel decision-making, we need to consider how tourists perceive their own needs and how a potential destination, accommodation or transport system can fulfil these needs. In my research, I advocate for a stronger consideration of these different contextual layers because travel decision-making cannot be seen as a process happening in a blank space or a vacuum of online surveys.

I am just starting my academic journey and my contributions are in a narrow research field linked to the broader research area of travel decision-making. While my main aim in research at the start of my journey was to better understand travel decision-making processes – focusing on risk and constraints, I have more recently started to translate this knowledge into ways that can change tourists' behaviour in a positive way. In the following, I will outline my contributions and future research paths in both aspects.

Understanding travel decision-making – focusing on risk and constraints

Research on travel decision-making often focuses on specific influencing factors or contextual layers individually. Studies that integrate multiple factors, including destination attributes that influence travel behaviour, and consider travel decision-making as a multi-step cognitive process are rare. During my PhD, I developed an integrated approach to studying risk perception as part of the destination choice process that avoids several important 'either-or' decisions common to other studies in the field (Karl, 2018). Rather than investigating either intentional future or real destination choices, this study investigated how risk perception shapes hypothetical future, planned and executed holidays simultaneously. What I found was that people with varying attitudes towards risk differ substantially in their hypothetical dream holidays but when it comes to actual travel, most travel in the same way. Interestingly, the discrepancy between hypothetical and actual choices was also relevant for travel decision-making under the influence of constraints (Karl et al., 2020a; Karl, Sie & Ritchie, 2021b) and the familiarity of destinations (Karl, Reintinger & Schmude, 2015; Karl, Muskat & Ritchie, 2020c). We should therefore critically consider the conclusions we draw from studies on travel intentions because the context of the travel decision – being a hypothetical or actual choice – strongly influences the result. Instead of only examining behavioural intentions, tourism research needs to take a step forward towards measuring actual behaviour in the future.

Following the behavioural geography perspective, my integrated approach incorporated tourist and destination attributes to explain tourists' travel decision-making in the context of risk (Karl, 2018). The integrated approach also did not force a decision regarding a self-assessment of travel decisions in relation to risk and a measurement of travel decisions based on objective indicators. I used a destination index

based on Plog's (1974) familiarity concept (Karl, Reintinger & Schmude, 2015) that allows to categorise all destinations in the choice process according to risk and uncertainty. By including the spatial and individual context layers, I was able to link subjective personal preferences and attitudes with an objective destination risk measurement. This approach revealed that people may think they are high-risk travellers, but the analysis of their actual travel behaviour showed no such tendencies. In fact, only crisis-resistant tourists, a very small part of the population, will actually travel to destinations with higher risk levels (Hajibaba, Gretzel, Leisch & Dolnicar, 2015). We should therefore be mindful when we draw conclusions from perceptions because they are often very biased – in particular when it comes to risk (Wolff, Larsen, & Øgaard, 2019).

From my focus on perceived risk as a potential barrier to travelling, I widened my research area to travel constraints more generally. Travel decision-making in the context of constraints is often investigated as one simple rational or one-time decision although tourism researchers suggest a dual system of travel decision-making (McCabe, Li & Chen, 2016). This builds on the idea of two brain systems, introduced by Economics Nobel Prize winner Daniel Kahneman. Kahneman and Egan (2011) claim that people either make systematic rational or heuristic-driven decisions following an automatic or intuitive process. We found empirical evidence that tourists use both decision-making types by systematically analysing different types of travel decisions using actual travel behaviour data (Karl et al., 2020a). Understanding the dual decision-making processes in tourism can also explain tourists' behaviour during the COVID-19 pandemic: After a long period of supressed travel desires, people can either indulge in impulsive decisions following a heuristic-driven process or base their decisions on expected future consequences in a more rational process of intertemporal decision-making (Karl, Chien & Ong, 2020b). We should therefore reflect on which type of travel decision-making process is occurring in our specific case to better understand tourists' behaviours.

Changing travel decisions – focusing on future thinking and emotions

Moving forward from simply understanding travel decision-making processes, I am now working on online and field interventions that build on this knowledge to change tourists' behaviour. Two factors which seem promising in the context of tourism are future thinking (prospection) and emotions because travel decisions are about future experiences and highly pleasure-driven (Kock, Josiassen & Assaf, 2018). Marketing campaigns already use positive future emotions and implicitly assume that tourists are influenced by both factors during their decision-making process but research that explains why this is happening is rare.

Together with colleagues from Germany, Australia and Denmark, I explore the role of future thinking and emotions in travel decision-making. From studies in psychology, we know that emotions influence travel decision-making by means of cognition (Baumeister, Vohs, DeWall & Zhang, 2007). Consequently, our decisions are guided by how mental processes of emotional responses and not merely by how we experience an emotion directly. For example, people mentally pre-experience their holiday when they decide where or how to travel, and they use these mental images to estimate how they might feel in the future. The psychological process of predicting one's future feelings, referred to as affective forecasting (Wilson & Gilbert, 2003), is known to influence many daily life decisions from simple decisions about what to eat for lunch (see next paragraph) to complex decisions on who to marry (e.g., 'Will I be more happy if I marry Paul or Richard?'). Transferring this to tourism means that people base their decisions on how happy they expect to feel during a future holiday (anticipated emotion) and not on how they were currently feeling while thinking about the future holiday (anticipatory emotion). In our research, we demonstrate how affective forecasting can be used as a tool to influence tourists' travel and accommodation decisions using the COVID-19 pandemic as a proof of concept (Karl et al., 2021a). We show that affective forecasting alleviates perceived risk and positively impacts travel decisions.

Future thinking and emotions can also be used to develop marketing and management strategies that help tourists unconsciously behave more environmentally friendly. We know that our decisions are often driven by what we expect to happen in the future. These positive or negative consequences can vary in their perceived temporal distance and the subjective value. Intertemporal decision-making theory states that we tend to focus on the immediate future but not long-term consequences when we make decisions and consequently value smaller immediate rewards more than later bigger rewards (see for a review Bulley & Schacter, 2020). This can be illustrated by a simple example from daily life: Imagine at lunch you can chose between a burger or a salad. One option (probably the burger) already makes your mouth water just thinking about it and you can imagine how much you will enjoy this meal. It will provide you a lot of immediate pleasure. But on the downside, the burger has more calories than the salad which affects your long-term health and meat is also not environmentally friendly leading to negative long-term impacts for the environment. The other option might not be as pleasurable to think about but has opposing positive long-term impacts. Most often in daily life – and particularly in a pleasure-focused context such as in restaurants (Biermann & Rau, 2020) – we chose the option that gives us immediate pleasure.

Overall, I hope that if we better understand the intertemporality of travel decision-making, we can design more effective interventions for the tourism and hospitality industry that can reduce tourists' environmental impacts.

Acknowledgements

Written by Marion Karl, Ludwig Maximilian University of Munich, Germany
Read Marion's letter to future generations of tourism researchers

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57. UNDERSTANDING TOURIST BEHAVIOR IN A CHANGING ENVIRONMENT - Contributions by Astrid Kemperman

The travel and tourism industry is among the most affected sectors by the Covid-19 pandemic, with a massive fall in international tourism demand. While the industry is currently recovering, the World Tourism Organization argues that this fall in demand offers the opportunity to rethink the tourism sector and build back better towards a more sustainable, inclusive, and resilient sector that ensures that the benefits of tourism are enjoyed widely and fairly (UNWTO, 2021). Over the last decades, it has become clear that the growth of tourism brings significant challenges with it and is itself also influenced by for example climate change, pollution, decreasing natural resources, growing populations, and local and cultural differences. The negative environmental impacts of tourism are substantial: tourism puts stress on local land use, can lead to increased pollution, and more pressure on endangered species and the natural habitat. A more sustainable tourism approach would mean taking into account the current and future economic, social and environmental impacts, the preferences and needs of visitors, the industry, the environment, and host communities (UNWTO, 2021).

At the same time, recent technological and digital innovations also change the way people live, work, travel, interact with one another, and how they spend their free time. The borders between the digital, social, and physical environment are more and more intertwined. Technological advances, information dissemination, the influence of social networks, and increasing available free time and monetary budgets have further strengthened the need to create sustainable development opportunities for the tourism industry to support and improve efficient destination planning, management, and local community empowerment and inclusiveness. Moreover, as argued by Gretzel and Koo (2021), these technological developments lead to a convergence of urban residential and touristic spaces, and there is value in merging so-called smart tourism and smart city planning and management development goals to serve both residents and tourists in the best possible ways.

Research is needed to test the possible impact of new technology on tourists, their needs, preferences and activities, social relationships, and interaction with the environment. These considerations drive my general research aim: to develop a deeper understanding of individuals' needs, preferences, and spatial activity patterns within the context of the digital, social, and physical environment to help find solutions for these challenging problems. In this chapter, a concise overview of my research, from the past to present and some new ideas are presented and discussed, as shown in figure 1: investigating tourist choice behavior within a changing digital, social and physical environment to support planning and design of environments that enhance tourist experiences and quality of life.
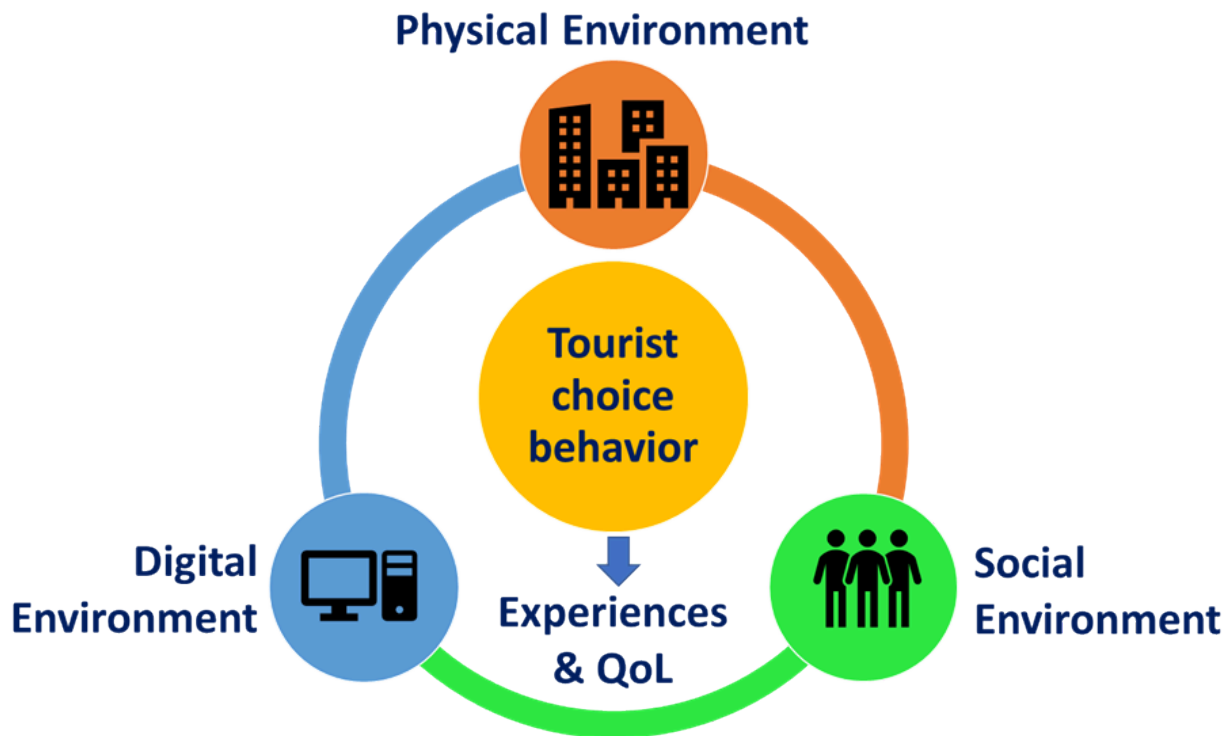
Figure 1. Research framework.

Facets of tourist choice behavior

Central in my research over the years is understanding and adding to knowledge on tourist choice behavior, and I have been doing so taking a quantitative research approach using advanced data collection methods (e.g., dynamic stated choice experiments) and modeling approaches (e.g., discrete choice modeling, Bayesian Belief Network models). Tourists make a variety of choices including whether or not to travel, destination choice (e.g., Kemperman, Borgers & Timmermans, 2002b), transport mode choice (e.g., Grigolon, Kemperman & Timmermans, 2012c), accommodation choice (e.g., Randle, Kemperman & Dolnicar, 2019), trip duration choice (e.g., Kemperman, Borgers, Oppewal & Timmermans, 2003), and what activities to undertake while at a specific destination (e.g., Kemperman, Joh, & Timmermans, 2004). However, when explaining and predicting tourist choice behavior a variety of unique properties need to be taken into account. Over the years I have investigated some of these aspects.

First, compared to other types of choices like transport mode choice, tourists are inclined to show variety-seeking behavior in their choices over time, meaning that a time-invariant preference function is not reasonable (Kemperman, 2000). Variety seeking behavior in tourists may be influenced by a variety of factors such as availability of choice alternatives or changes in their characteristics, differences in decision-making contexts, different choice motivations, different travel party group composition or travel companions, and in general a basic desire for novelty (Kemperman, Borgers, Oppewal and Timmermans, 2000). Specifically, a discrete choice model of theme park behavior including seasonal and variety-seeking effects is proposed and estimated and the external validity of the model is assessed leading to accept the hypothesis that tourists differ in their preferences for theme parks by season and show variety-seeking behavior over time (Kemperman, Borgers & Timmermans, 2002b).

In general, tourist choices, certainly compared to for example commuter choices, are made less frequently, represent high-involvement decisions, often include multiple choice facets, the decision process may take

longer, and they might be based on well-established long-term agendas (Grigolon, 2013). A portfolio choice experiment concerning the combined choice of destination type, transport mode, duration, accommodation, and travel party for vacations is developed (Grigolon, Kemperman & Timmermans, 2012b). Specifically, the influence of low-fare airlines on the portfolio of vacation travel decisions of students is investigated. The findings confirm earlier studies that conclude that travel-related decisions for tourists, in general, are multi-faceted and not only related to the destination itself (e.g., Dellaert, Ettema, & Lindh, 1998; Jeng & Fesenmaier, 1997; Woodside & MacDonald, 1994).

In another study, based on revealed data about vacation history in terms of the long holidays of a sample of students, interdependencies in the vacation portfolios and their covariates are explored using association rules (Grigolon, Kemperman & Timmermans, 2012a). The portfolios include joint combinations of destination, transport mode, accommodation type, duration of the trip, length of stay, travel party, and season. Results show and confirm dependencies between vacation portfolio choice facets and their covariates. These insights provide a better understanding of tourist choice behavior and the context in which choices are made and can support policy and planning decision-making.

Tourist activity choices

When tourists are at a destination or in a city there is the timing and sequencing of tourists' activity choices. Over-usage and congestion of specific attractions or facilities are difficult to avoid and may cause severe problems for a destination or city. For destination planning and management, it is important to understand how tourists behave in time and space, how the demand for various activities and attractions fluctuate over time, and how they can be accommodated and directed.

One of my first studies on this topic (Kemperman, Borgers & Timmermans, 2002a) introduces a semi-parametric hazard-based duration model to predict the timing and sequence of theme park visitors' activity choice behavior that is estimated based on observations of tourist activity choices in various hypothetical theme parks. The activities include a description of the activity/attraction as well as their waiting time, activity duration, and location. The main findings support the prediction of how the demand for various activities is changing during the day and how the visitors are distributed over the activities in the park during the day. This information is relevant for visitor use planning to optimize the theme park experience.

In another study on visitors' activities undertaken while tourists are at a destination, we focus on interrelated choices of tourists, multi-dimensional activity patterns as opposed to particular isolated facets of such patterns (Kemperman, Joh, & Timmermans, 2004). Moreover, in this study, it is tested whether activity patterns of first-time visitors tend to differentiate from the activity patterns of repeat visitors, mediated by their use of information. Differences between the two groups are assumed to be reduced when first-time visitors use information about the available activities and the spatial layout of the theme park. Specifically, the sequence alignment method is applied to capture the sequence of conducted activities. We conclude that the activity patterns of the two groups do differ, first-time visitors follow a very strict route in the park as indicated by the theme park, while repeat visitors have a more diverse order in their activity pattern. However, the difference between the two groups is reduced when first-time visitors use information about the available activities and the spatial layout of the park.

In an aim to measure and predict tourists' preferences for combinations of activities to participate in during a city trip, a personalized stated choice experiment is developed and binary mixed logit models are estimated on the choice data collected (Aksenov, Kemperman & Arentze, 2014). An advantage of this approach is that it allows estimation of covariances between city trip activities indicating whether they would act as complements or substitutes for a specific tourist in his/her city trip activity program. The model provides information on combinations of activities and themes that tourists prefer during their city trip and that can be used to further fine-tune the recommendations of city trip programs and optimize the tourist experience.

As shopping is one of the most important activities for tourists, we also investigate shopping route choice behavior in a downtown historic center, including the motivation for the shopping trip, familiarity with the destination, and whether the shopping route through the downtown area is planned or not before the visit (Kemperman, Borgers, & Timmermans, 2009). A model of tourist shopping behavior is proposed and estimated to investigate differences in route choice behavior of various types of tourist shoppers. The results indicate that shopping supply and accessibility, some physical characteristics, and the history of the route followed are important factors influencing route choice behavior. Furthermore, it can be concluded that shopping motivations, familiarity with the area, and planning of the route affect tourist route choice behavior. The model allows investigating the effects of environmental characteristics on route choice behavior and assessing various future planning scenarios, such as changes in physical aspects in the downtown area, or changes in the supply of shops to optimize visitors' shopping trips.

Social and physical environment and tourist choice behavior

The social environment including the social relationships and cultural milieus within which tourists interact and make their choices is intertwined with the physical, natural, and built environment in which tourists travel and their activities take place.

First, a study in which we explore children's choices to participate in recreational activities and the extent to which their choices are influenced by individual and household socio-demographics, and characteristics of the social and physical environment (Kemperman & Timmermans, 2011). Travel and activity diaries of a large sample of children aged 4-11 years old in the Netherlands are used to collect data on out-of-home recreational activity choices and this data is merged with measures describing the social and physical living environment. A Bayesian belief network modeling approach is used to simultaneously estimate and predict all direct and indirect relationships between the variables. Results indicate that recreational activity choices are, among others, directly related to the socio-economic status of the household, the perceived safety of the neighborhood, and the land use in the neighborhood. Planners and designers are recommended to find a good land use mix, and specifically, make sure that they focus their attention on safety issues to stimulate children's recreational activity choices.

In a more recent study, we investigate with a stated choice experiment how different presentations of cause-related corporate social responsibility (CSR) initiatives affect holiday accommodation choices, with a specific focus on the relative importance of tourist involvement, the message-framing, and the donation proximity (Randle, Kemperman, & Dolnicar, 2019). In a tourism context, we see that an increasing number of organizations implement so-called social corporate responsibility (CSR) initiatives, meaning they give some of their benefits back to the local community, society and, or the environment and it is of interest to see whether tourists take these initiatives into account when making their choices and how messages are valued. We found that different market segments are affected differently by these SCR initiatives when choosing their holiday accommodation. Specifically, there is one CSR-sensitive segment that cares about nature and the natural landscape, experiencing nature intensely, and efforts to maintain unspoiled surroundings and scores higher on community involvement than other segments. In general, it is found that negative message framing is the most promising option in terms of positively influencing tourist choices. It is concluded that although CSR initiatives do not appear to have a consistently positive effect on all tourist accommodation choice behavior, neither do they negatively affect demand. Specifically, it is advised to tailor CSR messages such that they are most effective in influencing the SCR-sensitive tourist segment.

Tourism can have an enormous environmental impact, and specifically, air travel negatively contributes to global carbon emissions. A voluntary carbon offset program supports airlines to take proactive measures to reduce the environmental impact. We have tested, using a stated choice experiment, the effectiveness of different communication messages to increase voluntary purchasing of carbon offsets by air passengers

(Ritchie, Kemperman, & Dolnicar, 2021). Results indicate that tourists who book their flights prefer carbon offset schemes that fund local programs over international ones, that are effective in mitigating emissions, and are accredited. The willingness to pay for carbon offsets when booking for a group is lower than when booking an individual flight for oneself. Moreover, the tourist market can be divided into different segments with their characteristics, including age, employment status, frequent flyer membership, and flight behavior. Therefore, it is important to target the segments for aviation carbon offsetting by matching certain types of attributes and present an optimal program to each of the segments.

Integration of the digital environment in tourist choice behavior

Nowadays digital technologies can support tourists in making their choices, planning their trips, and optimizing their experiences (e.g., Buhalis, 1998; Gretzel, Mitsche, Hwang & Fesenmaier, 2004; Kemperman, Arentze, & Aksenov, 2019; Rodriguez, Molina, Perez & Caballero, 2012; Steen Jacobsen & Munar, 2012). We introduce this concept of 'smart routing' in the development of a recommender system for tourists that takes into account the dynamics of their personal user profiles (Aksenov, Kemperman, & Arentze, 2016). This smart routing concept relies on three levels of support for the tourist: 1) programming the tour (selecting a set of relevant activities and points of interests to be included in the tour, 2) scheduling the tour (arranging the selected activities and point of interests into a sequence based on the cultural, recreational and situational value of each) and 3) determining the tour's travel route (generating a set of trips between the activities and point of interests that the tourist needs to perform to complete the tour). This approach aims to enhance the experience of tourists by arranging the activities and points of interest together in a way that creates a storyline that the tourist will be interested to follow and by reflecting on the tourists' dynamic preferences.

For the latter, an understanding of the influence of a tourist's affective state and dynamic needs on the preferred activities is required (Arentze, Kemperman, & Aksenov, 2018). Finally, the activities and points of interest are connected by a chain of multimodal trips that the tourist can follow, also in relation to their preferences and dynamic needs. Therefore, each tour can be personalized in a 'smart' way optimizing the overall experience of the trip. In the study, the building blocks of this concept are discussed in detail and the data involved, and finally, a prototype of the recommender system is developed.

Conclusion and future research

This chapter gives an overview of research that I have worked on over the years in collaboration with other researchers to develop a deeper understanding of tourists' choice behavior and to generate insights and provide support for policy, planning, and managerial decision making in finding answers to the challenges the tourism industry and environment are facing. Specifically, examples of research are presented that tested in different ways facets of tourists' needs, preferences, and spatial activity patterns within the context of a changing digital, social and physical environment.

Based on this overview some avenues for future research, in line with the presented framework in Figure 1, can be given. First, the studies presented show how tourist choices are influenced by their social and physical environment and that in understanding these choices it is important to take these aspects into account. Specifically, the social environment or social influence by family members, peers, or colleagues might also be an important additional explanatory facet in explaining tourist choices, for example in understanding and promoting the choice for sustainable tourist behavior. Research has also indicated that role of social media, online reviews, and social influencers have become increasingly important in the choices tourists make, and including the influence of someone's social network, colleagues, peers, and

family members in predicting tourist choice behavior is an interesting research opportunity (Kemperman, 2021).

The digital and technological developments support and improve other ways of data collection, for example by using virtual reality, simulators, or eye-tracking (e.g., Cherchi and Hensher, 2015; Kemperman, 2021). Tourists are often unfamiliar with a specific destination or tourist service, and therefore presenting them with more visual, virtual reality or interactive choice options might be of interest to better measure their preferences and choice behavior. Moreover, virtual or augmented reality environments also allow testing the effects of interventions on tourist preferences and behavior before they are actually implemented. This is an advantage, specifically when high investments are involved.

Moreover, technological innovations support the collection of more and more types of so-called big data and this data can be very useful in tourism research (Li, Xu, Tang, Wang, & Li, 2018). Big data sources for tourism research come in a variety of forms, such as user-generated data (e.g., tweets, online photos), device data (e.g., GPS data, mobile phone data), and transaction data (e.g., online booking data, customer cards). These types of smart big data sources might be used to understand how inner-city visitors' activity choices emerge and evolve in space and time to provide city managers and planners with important information for future management and planning such as visitor flows and clusters, and interesting locations (e.g., Beritelli, Reinhold & Laesser, 2020).

Finally, to conclude, there is a challenge for more research and evidence to further expand knowledge on tourist choice behavior and support optimizing tourists' experiences and quality of life.

Written by Astrid Kemperman, Eindhoven University of Technology, The Netherlands

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58. CONSUMER EXPERIENCES IN TOURISM AND HOSPITALITY - Contributions by Ksenia Kirillova

Since I remember myself, I wondered what is it like to be someone that I am not (e.g. a man)? To live somewhere I could not (e.g. a beautiful city)? To be able to do something I cannot do (e.g. to sew, to ride a horse)? The experience of being another being (human or not) or to live somewhere far away from what I am used to has always fascinated me. I annoyed my parents with similar questions they could not answer. Later, these early interests transpired in my research, which is situated in the area of tourism and hospitality experiences.

My research is rooted in personal curiosity primarily (and this is why I cannot work as a consultant – I tried!), while trendy (e.g. COVID-related) and fashionable topics tend not to interest me because they are volatile and do not answer more fundamental questions. Looking back on the track of my research, I notice that the questions I ask can be broadly separated into two categories: (1) events that I personally experienced but could not explain and (2) events I could not have experienced (e.g. due to my cultural background, gender) but I am curious to understand; questions of "what is it like to be/do…"?

Research related to events I personally experienced but could not explain

Existential dimensions in tourism

When I was 18, I traveled to Bulgaria with a group of people I barely knew. As a person who grew up in Siberia, it was the first time I saw the sea, and, it was the first time I traveled independently from my family. And, I clearly remember the moment that changed everything. I was sitting on a Black Sea beach near Burgas, watching the sunset, and somehow I came to an existential realization that there is no meaning in life. Yet, that particular moment was so awe-spiring and meaningful as it felt worth living for all 18 years. This trip also changed my life: the next year, I quit my studies in a university in Russia and moved to USA as a non-skilled worker to work in restaurants. This move jumpstarted my career in the hospitality industry and, later, in tourism & hospitality research. The experience in Bulgaria and my personal interest (and struggles) with existential issues puzzled me as I struggled to comprehend what happened to me on that trip. Thus, my contributions to tourism scholarship that include the existential conceptualization of a tourism experience, as well as its very special type – transformative experience – are all related to the first types of questions I ask: events that I personally experienced but could not explain.

The very first publication on this topic (Kirillova & Lehto, 2015a) when I was still in the PhD program, attempted to explain the well documented fluctuations in tourist well-being: the increase while on a trip and the decrease afterwards. We conceptualized these as fluctuations in a tourist's level of existential authenticity and existential anxiety and argued that positive changes in existential authenticity and anxiety during a trip are evoked by liminality and a sense of awe. Negative changes (that is returning to the baseline, pre-trip, levels) are explained by the lack of existential courage and tranquilization. The latter implied that, if a tourist possesses much existential courage and does not resort to tranquilization tactics (e.g. plunges into the everydayness), then the changes acquired on the tip persist and such an experience can be considered transformative. My PhD dissertation and related publications tested this exact supposition.

We used quantitative (Kirillova, Lehto, Cai, 2017a) and qualitative (Kirillova, Lehto, & Cai, 2017b,c) empirical data to deconstruct and document the changes in existential dimensions (authenticity and anxiety) during a transformative experience. Based on quantitative data that measured tourists' existential authenticity and anxiety pre- and before- a leisure trip, we found that a transformative experience is associated with heightened (not lowered, as suggested in Kirillova and Lehto (2015a)), existential anxiety. This means that individuals continue to experience the unsettling sense of anxiety about one's (non)being after the trip, and this is a good thing! This anxiety acts as a constant reminder about finiteness of one's being, universal alienation, unconditional freedom, and the meaninglessness of life. Only when a person is attuned to his/her human condition, one continues to be existentially authentic after the trip. Interestingly, we also found that women, older tourists, and those who travel alone are more likely to undergo an unintentional transformative experience during a leisure trip. Not all trips are created equal, however, in terms of facilitating transformative experiences. Trips that hold a special meaning for a tourist as well as trips associated with hardship are more likely to be transformative.

Based on phenomenological interviews, in Kirillova et al. (2017c), we sought to describe a general essence of a transformative tourism experience. We found that a transformative experience embeds a very special type of an experience – Peak, or Extraordinary experience. The peak experience is essentially the co-creation process that links circumstantial environmental context (e.g. a beautiful scenery, wildlife sighting, foreignness) with a triggering episode. These peak experiences are felt as moments of intense emotions, heightened cognition, and the sense of connection to something larger than oneself. Yet, the peak experience, which takes place during a trip, does not become transformative unless it is also made sense of after the return home. This sense making occurs along the four aspects of the existential predicament – by accepting their own mortality, connecting to others through care, creating one's own meaning, and embracing uncertainty in life.

The existential approach to tourist, which is based on the works of Heidegger, Sartre, Simone de Beauvoir (and others), was not new at the time of these publications as Ning Wang, Jillian Rickly, Lorraine Brown had already extensively discussed and empirically investigated the implications of existential philosophy for tourism. However, what I was after here, is a rather humanistic than philosophical take on human experiences, where the human condition is at the very foundation of our understanding of the tourist, his/her motivations and tourism after-effects. This line of research continues to be one of my primary interests as I, along with my brilliant co-authors, work towards understanding the issues of freedom (Kirillova, 2019), mortality (Pratt, Tolkach, & Kirillova, 2019), and human alienation (Wassler & Kirillova, 2019) in tourist experiences *in situ* and beyond.

Tourism aesthetics

The second stream of research belonging to events I personally experienced but could not understand is tourism aesthetics. The first five years in the US were spent in New Orleans, Louisiana. Even today, almost 10 years after, New Orleans holds a special place in my heart not only because it is where I discovered my passion for the hospitality industry but also because I had never lived in such a beautiful setting before. Having grown up in an industrial city, I could not get enough of New Orleans' architectural beauty. It motivated me to wake up in the morning, and I enjoyed walking along its empty streets after getting off my restaurant shifts at night. Such an effect on my well-being enticed my then rather immature attempts to understand the reasons for such a power of the beauty.

My first research on tourism aesthetics answered a very simple question: What makes a tourism destination beautiful in tourists' eyes? (Kirillova, Fu, & Lehto, 2014). We have interviewed 57 individuals about the most/least beautiful place they have ever been to with the main interest of why they found it so. With the focus on the concept of aesthetic judgment (which is a cognitive evaluation), the study resulted in 21 specific aesthetic dimensions that we grouped into nine overarching themes: Scale, Time, Condition, Sound,

Balance, Diversity, Novelty, Shape, and Uniqueness. The themes were further conceptualized into a two-dimensional plane along Concrete-Abstract and Subjective-Objective continua. For example, Scale with such dimensions as "Abundance-Scarcity," "Openness-Narrowness" is positioned as further on the objective continuum and along the middle on the concreteness continuum.

To make these findings operationalizable for the purposes of destination marketing and management, Kirillova and Lehto (2015b) developed a scale to quantitatively validate the above results. The new scale resulted in a six-dimensional structure of destination aesthetic qualities (Locale characteristics, Scope, Upkeep, Accord, Perceived age, and Shape) and allowed to clarify the relative importance of the aesthetic dimensions in a tourist aesthetic judgement. For example, the theme Uniqueness did not receive confirmation in this quantitative investigation, while the dimension Shape turned out to have only marginal importance. In the same publication, we introduced the concept of aesthetic distance, or the perceived difference between the aesthetic properties of a destination and those of a tourist's home environment. When testing the effect of aesthetic distance on aesthetic judgment and tourist satisfaction, the research noted that when tourists evaluate their home environment more positively in terms of upkeep and scope than vacation environment, they tend to perceive a destination as less beautiful. Only aesthetic distance in scope of experiential features influenced vacation satisfaction. In a related study, we (Kirillova & Lehto, 2016) used the aesthetic lens and Kaplan's (1995) Attention Restoration Theory to explain the restorative potential of urban and nature-based destinations.

In a more critical look on the role of aesthetics in designing tourist experiences, Kirillova and Wassler (2020) developed a three-tiered framework. The first level is based on aesthetic features of destinations as atmospherics. The second level deals with multisensory aesthetics, transcending the mere visual focus of the tourist gaze. Key experiences of the beautiful, the sublime, and the picturesque are deeply embedded in visual, somatic, olfactory, auditory and gustatory decoding of aesthetic markers. The third level deals with the human factor in atmospherics, particularly focussing on the role of residents. On one hand, destination residents are one of the sources of destination aesthetic environments and therefore "consumed" by tourists in a similar way as other attractions. On the other hand, residents are typically meant as primary beneficiaries of destination aesthetics.

The spillover studies tested the power of beautiful environments in a hospitality context. Kirillova, Fu, and Kucukusta (2020) draw on tourism aesthetics, theories of organizational aesthetics to explore relationships between workplace design aesthetics, hotel employee subjective well-being and the role of contrast of back- vs. front-of-the-house. We found that backstage employees experience less aesthetic pleasure and report lower levels of well-being than frontstage employees. In another experiment, Kirillova and Chan (2018) looked at the power of beautiful images to instigate hotel bookings and to influence the formation of service quality expectations. Results demonstrated that high aesthetic value hotels are more likely to be booked and perceived as able to deliver better services in SERVQUAL dimensions of Tangibles, Reliability and Assurance. There are no significant effects for human-centred dimensions Responsiveness and Empathy. Given the presence of the aesthetic effect, hotel functional value had no impact on the outcome variables. Altogether, it could be concluded that, although aesthetics is a critical component of hedonic products (like a hotel stay, in our example), it does not override the importance of the inherently human nature of hospitality experiences. Despite my efforts and those of my co-authors, tourism aesthetics as a research topic remains marginalized. This is surprizing since, in most cases, tourism is an example of aesthetic consumption and tourist attraction maintenance and management is likely to prioritize how tourists and residents judge the beauty of destination environments. My hope is that more tourism scholars will consider tourism aesthetics as a research-worthy avenue.

Research related to events I did not experience but I am curious to understand

Sociology of tourism

This research stream taps into how the environment, in which consumers are socialized and acculturized, affects their experiences in tourism. This interest comes from a casual observation that tourists from various societies do not only behave in different ways (this is hardly news) but also tend to interpret experiences completely differently! For example, I noticed the way my Russian parents travel and how they elaborate on their tourism choices and experiences were very dissimilar to how my US friends of similar age did, which was also distinct from my Chinese colleagues in the same age cohort. Although from another generation, I traced a gradual transformation in how I interpret my own travel and activities throughout the times I lived in Russia, then USA, then Hong Kong, and now France. Another concern was that almost all tourism-related knowledge was produced and re-produced in Anglo-Western and/or capitalist societies. While providing a useful lens to understand tourists from those societies, this knowledge is not helpful to understand alternative mindsets. In other words, our knowledge reference point should be malleable and adjustable to societies with different trajectories of development (e.g. non-democratic societies, those not built on neoliberal principles). While much of existing tourism research claims to address this by the means cross-cultural theories, the very foundations of these theories, once again, are Anglo- and capitalist-centric.

With the above focus in mind, I led a large-scale cross-national research project (Kirillova, Wang, Fu, & Lehto, 2020) with the aim to understand how tourism consumption is reflective of the broader social reality, in which tourists live. This research was data- (as opposed to theory-) driven (based on 75 biographical interviews from Russia, China, and USA) as I wanted to avoid any theoretical influences on how data are interpreted by the research team. Results are the insights into influential factors beyond personal agencies that include four society- (Economic development, Political shifts, Ideology, Wars/disasters) and three individual-level (Family, Life course mobility, Religion) consumption forming forces. This means that the way tourists from a specific society interpret their tourism mobilities and its meaning can be explained by the extent to which these seven factors affected a society's development. For example, Religious beliefs were a major dimension along which US tourists interpreted their consumptive experience in tourism, which was barely the case in Russia and even less so in China.

A related study (Kirillova, Wang, & Lehto, 2019) but from a theoretical angle of figurational sociology (Ellias, 1978) focused on the meaning and practices of leisure travel in the society with a history of abrupt epistemological transformations – Russia. The nine themes arranged chronologically across three periods (Soviet Russia, transitional period, modern Russia), provide insights into factors that underlie the reality for tourists, based on which they form their motivations, preferences, and behaviors. Based on this research and the study conducted in the Chinese context (Wang, Kirillova, & Lehto, 2019), we show that the knowledge of tourists and their experiences is incomplete without accounting for the larger environment, in which their life experiences are situated and the historical trajectory of the society in which the practice of leisure and travel is enacted.

Conclusion

In conclusion, I see my main contributions to tourism scholarship as located in the domain of consumer experiences at the intersection of three areas: (1) existential dimensions in tourism, (2) tourism aesthetics, and (3) tourism sociology. While the first two areas are concerned with a rather phenomenological view of how people experience tourism, the last adds the social environment layer to determine the extent to which the social reality informs how tourists experience a destination. Although I occasionally venture out into

other areas (e.g. smartphone (mis)use, service-dominant logic), these three directions remain my research priorities. As a mid-career tourism scholar, I hope to continue researching the fascinating world of human experiences.

Written by Ksenia Kirillova, Institut Paul Bocuse, Lyon, France
[*Read Ksenia's letter to future generations of tourism researchers*](#)

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59. TOURISM WORK AND EMPLOYMENT - Contributions by Adele Ladkin

Why should I let the toad work
Squat on my life?

Philip Larkin, 'Toads'. The Less Deceived, 1954. Collected Poems, Faber and Faber 1988.

I have always been fascinated by work; how for many of us it shapes the rhythm of our lives, defines our identities, restrains and affords opportunities and at the more mundane, pays the bills. I remember package holidays abroad as a child and becoming vaguely aware of people who spent their days on beaches setting out umbrellas, serving food and drink in hotels and restaurants and organising tours....was this work? People where I lived went to work in shops, factories or offices, they certainly didn't spend days in the sunshine being hospitable and making people smile. What was this all about? Could anyone work in tourism and hospitality? Could I?

Fast forward to my early twenties and I worked as a travel consultant in a retail travel agency, in a high street shop in those days. By this point I was becoming less interested in work (concurring with Philip Larkin) and more interested in travel...this combined with an obsession with maps led me to a Geography degree at Leicester University, where the course I loved the most was on mobility and migration (I'll come back to this). Following my degree I continued to study, for an MSc in Tourism Management, and then on to a PhD, both at the University of Surrey.

At the time of writing it is now 25 years since I gained my PhD and I have remained in academia since that time. So I did get to work in the tourism industry, but I strayed into academia and for much longer now and better suited to me, have been able to study tourism generally and more specifically, tourism and hospitality work and employment. It is within this narrower field where my contribution lies, broadly in three areas.

Career Analysis and Hotel General Managers

The first area, under the expert guidance of my PhD Supervisor Professor Michael Riley, was to use career analysis to explore how individuals develop their skills, move between jobs, and make the most of networks and opportunities to become successful in their careers. The career where I learnt and undertook this form of analysis was that of a hotel general manager. This prestigious hospitality occupation, whilst being the epitome of some of those pervasive characteristics of hospitality work (long hours, customer facing, 24/7) could also be highly rewarding; attracting dedicated, ambitious individuals whose identity was intertwined with their occupation. Largely located within the discipline of Psychology, there is an extensive body of work relating to career choice (most famously the work by Schien, 1977), a literature that had not found its way into tourism and hospitality at that time and formed the basis of my investigation (Riley & Ladkin, 1994). An important finding from this work was that experiences gained working in food and beverage were an essential route to becoming a GM, and other functions (housekeeping and front office) rarely featured as part of that career development (Ladkin & Riley,1996). Gendered aspects of hospitality work became evident in studying this occupation, as did issues around education, choice, opportunity, identify and career motivations (Ladkin,1999). Later I was able to continue this work in other countries, Mauritius (Ladkin, & Juwaheer, 2000) Australia, (Ladkin, 2002) and Greece (Akrivos, Ladkin, & Reklitis, 2007) to discover the career paths were strikingly similar.

Still relating to career analysis, methodologically this technique raises a very important question about memory recall. If we are going to ask people about the jobs they have done in the past, can we be sure, to some degree, that memories are accurate and reliable? To answer this I was taken to the writings of Dex (1984, 1991); Reiser, Black & Abelsen (1985), and Rubin, (1986) amongst many others. This was one of the most challenging areas to absorb, but necessarily for the validity of my research findings. What I learnt was the easy and reliability of recall relating to work histories, which reaffirms the relationship between accuracy of memory recall and aspects important to our self-identity (Robinson & Swanson, 1990). This became a chapter in my PhD justifying my approach, and in order to disseminate its use to tourism researchers, aspects were later published as a journal article (Ladkin, 1999) and book chapter (Ladkin, 2004).

Migrant Workers in Tourism and Hospitality

The second area of contribution concerns tourism and migrant workers. My early interest in migration (here is the link to earlier...) and my travel experiences had given me an understanding that for some people their work in tourism and hospitality was always intended to be a temporary arrangement. This might be on a seasonal basis, or longer where opportunities for income were evident. Inspired by the early work on labour mobility into tourism during times of economic transition (Szivas & Riley, 1999; Szivas, Riley & Airey, 2003) I wanted to further explore migration and tourism work in the UK context. An opportunity to do this arose in a team of researchers, in which the UK Polish migrant hospitality workforce became the focus of the work. This work was insightful in understanding the reasons behind the need for this workforce (Janta & Ladkin, 2009) and their experiences within the sector (Janta, Brown, Lugosi, & Ladkin, 2011; Janta, Ladkin, Brown & Lugosi, 2011), with its added value being the broader issues it revealed concerning migrant communities, networks, diasporas and connections to home (Janta, Lugsosi, Brown and Ladkin, 2012).

Work-life Balance and Employee Wellbeing

The third area emerged from the second, and focussed on the work-life balance and wellbeing of employees whose work is inherently mobile. Whilst this is much broader than tourism, many tourism occupations involve mobility (aircrew, cruise workers) periods of time spent away from home (resort workers, tour guides) or the highly segmented group of travellers in tourism, the business traveller. This work has centred around technological interventions in work and what this affords for work-life balance (Ladkin, Willis, Jain, Clayton & Marouda, 2016), and corporeal absence and presence (Clayton, Jain, Ladkin & Marouda, 2017; Willis, Ladkin, Jain & Clayton, 2017). This theme remains with me today, in particular the blurring of work-life boundaries and how for many, work is increasingly becoming free of time constraints and spatial location. Work is changing rapidly, change accelerated by the Covid 19 pandemic, and there is plenty to keep me occupied.

If any of this discussion has sparked interest, then the first and second areas of my contribution (and the contributions of others) are best captured in my co-authored book on tourism employment (Riley, Ladkin & Szivas, 2002) and a review article (Ladkin, 2011). As for the third area, I'm still working on it!

I have found it quite a challenge to summarise my contribution, but I hope that cumulatively my research endeavours have served to raise the profile of the human faces in tourism. Those who work in tourism are a vital, and sometimes undervalued part of the continuation and success of the tourism and hospitality sectors. Despite their importance, they remain under-researched relative to other areas of scholarship. I am trying to change this and would be delighted for others to join in.

Acknowledgments

Written by Adele Ladkin, Bournemouth University, UK

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60. VOLUNTEERING AND EVENTS - Contributions by Leonie Lockstone-Binney

In applying for an internal leadership role recently at my university, I had cause to reflect on my academic portfolio and various achievements. This is something I do not do as regularly as I should because I am often too busy to see the wood for the trees, as the idiom goes. It is quite empowering do so and see a collective body of work including close to 90 peer reviewed articles and multiple grants to support these from competitive sources including the Australian Research Council and the International Olympic Committee.

I claim two core contributions in this piece. Firstly, since completing my PhD on volunteering in museums and cultural tourism settings in the early 2000s, I have continued to research on volunteering in relation to tourism and more recently event settings. My research has primarily contributed to understanding of tourism and event volunteering in terms of: a) mapping progress in the field and examining the theoretical perspectives that inform the study of tourism and event volunteering b) examining the event volunteering experience at major and mega events c) setting a research agenda to inform the direction of future volunteer research focused on mega sporting events (d) providing insights into how flexible work initiatives can be used as a management tool to recruit and retain volunteers; and finally, e) examining the volunteering legacies for host cities of the Olympic Games. These research streams have culminated in the commissioning of multiple field-defining edited books I have jointly led including *People and Work in Events and Conventions* (Baum et al., 2009), *Event Volunteering: International Perspectives on the Event Volunteering Experience* (Smith et al., 2015) for the Routledge Advances in Event Research Series and the forthcoming compendium volume *Routledge Handbook of Volunteering in Events, Sport and Tourism* (Holmes et al., 2021). A study by Lis and Tomanek (2021) within this Handbook conducted a bibliometric analysis of research on tourism, sports and event volunteering and from that source, I am highlighted as one of top 10 researchers in the field. Finally, of note related to the first research stream above, a paper I lead authored examining the theoretical perspectives informing leisure volunteering (Lockstone-Binney et al., 2010), was judged by the Managing Editors of international journal *Leisure Studies* as the 2010 entry in its list of the '30 most significant papers published in the journal over the last 30 years'. This is a considerable accolade given the substantial number of papers published in this top-tier journal over this extended time period.

More broadly speaking, aligned to my teaching specialisation of events, my impact relative to the development of the field of event studies has been clear and formative. From a teaching and scholarship perspective, I had a leading role in developing and refining Victoria University's Event Management degree, which was one of the first to be offered in Australia. Overseeing the redevelopment of the curricula in 2008, I subsequently led a successful submission, which saw the program awarded the Best Education or Training Program at Australian Event Awards in 2010 and Finalist again in 2011 based on its academic currency, strong links with industry and graduate outcomes. Many of the learnings from this success were distilled in a series of articles focused the scholarship of teaching and learning in the emergent field of event studies.

Additionally, I have led and contributed to a number of seminal guest special issues that have delineated the boundaries of event studies and mapped progress in the field. These issues include: "Emerging Knowledge and Innovation in Event Management" *(International Journal of Event and Festival Management*, 2013), and the following issues of the leading journal in the field, *Event Management*: "Professionalism and Event Management" (2014), "Events in Society" (2015) and "Critical Event Studies: Issues and Perspectives" (2018). The latter issue was an initiative of the CAUTHE Event Studies Special Interest Group, which I co-convene with Associate Professor Martin Robertson (Edinburgh Napier University), a forum for event researchers to

contribute to the development of field through knowledge sharing. I continue as an editorial board member of *Event Management* and the *International Journal of Event and Festival Management* and actively supported events research during my time as Associate Editor of the *Journal of Hospitality and Tourism Management* from 2016-2021.

Collectively, these contributions coalesce around understanding how tourism and event experiences can optimally be managed from a participant and workforce perspective, work which currently informs my teaching practice in relation to the Event Management Major of Griffith University's Bachelor of Business program.

Written by Leonie Lockstone-Binney, Griffith University, Australia
Read Leonie's letter to future generations of tourism researchers

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61. LANDSCAPES OF MOTION AND EMOTIONS - Contributions by Katrín Anna Lund

From the beginning of my career my focus has been on landscape; the perception, the experience, the narrative and the making of landscapes. The concept of landscape is not the first thing that comes to people's mind in relation to tourism studies but in my case, I brought this approach with me into the field through my training as an anthropologist as I will illustrate further below. Even though concept of landscape has not been prevalent for tourism scholars in analytical terms it is nevertheless all around. In fact, in studies about nature-based tourism, urban tourism, tourism planning and infrastructure, to mention some, landscape is most often at issue although the concept is not at forefront in the analysis but rather, it features as an innocent backdrop; a stage, something to be experienced or something to be arranged. In my view many of these studies would often engender more fruitful result if the concept of landscape would be brought to the front as it would generate deeper meaning that embraces the heterogenous and complex relationality that everyday life is composed from, and tourism is a part and parcel of. To illustrate my take on this I will start by discussing in brief my take on landscape as a vital agent, influenced by phenomenological approach before heading on to discussing how I came across the importance of examining landscape and its materialities whilst carrying out fieldwork for my Ph.D. project in Southern Spain and where it has brought me too.

Vital landscapes

Conventionally we tend to think about landscapes as a backdrop to human activities. We think about landscape as a scenery that surrounds people, combination of forms and colours in which people are located. My emphasis, on the other hand brings landscape to the front as a vital agent. Inspired by phenomenological approach, my work demonstrates how landscapes are everything else but backdrop and neither are they simply a stage upon which we act. Landscapes are motional and cease to be disciplined (Bender 2002, Massey 2006, Lund 2010), and as Bender has stated, they are never innocent, rather vibrant, hence vital. As such landscapes are more-than-human agents that we, as human beings, are entangled with in constant interaction. Landscapes affect us at the same time as we continuously affect them through our activities and performances, sometimes unconsciously as we move through them in our everyday lives but also when we attempt to control them, play with them (Sheller and Urry, 2004) and act upon them. This I why landscapes are important when it comes to tourism studies, yet the discipline's researchers have mostly tended to ignore their vitality, emphasising how they are either designed or impacted upon, not acknowledging their agency.

It can be said the one of the key elements in tourism studies are destinations that are performed in various ways by multiplicity of actors, tourists, locals, stakeholders, product designers, marketing agents, travel firms and travel writers just to name few. Still, the performances exceed the human agency and the texture of the destination, or the landscape itself is important when shaping destinations. Colours, formations, lightscapes and seasons, that often are fluctuating depending on the time of the day or due to weather, if there is rain, sun, wind, dry or damp air, all are elements that generate different textures and tones in landscapes. Landscapes are also, as Bender has pointed out 'polyvalent and multivocal' (Bender, 2002: S103). They are assemblages of multiscale and more-than-human narratives, past and present, 'half-imagined or something held in the memory' (Bender, 1993: 9). Thus, those who share the same place may live with different landscapes which means that landscape is tension (Rose and Wylie, 2006) through how

it is experienced and performed and contested but also because how they are constantly on the move, constantly becoming, providing new appearances, meanings and matters. In other words, landscapes are messy and never simply predictable.

Despite their complicity, landscapes are the key ingredients when it comes to developing and marketing destinations, or when staging tourism. Landscapes, no matter if urban or rural, are designed and presented to people as attractions into which they can step. In that process certain elements of landscape are selected and combined to represent and stand for the destination in question. The elements can be material or subjective but how they are combined is usually meant to create a certain atmosphere (Böhme, 2013; Bille et.al., 2015) for the tourist to step into. Like Urry (1990) pointed out, Paris has the aura of being the romantic city while a picturesque countryside village in the English countryside provides an aura of the country's past. Thus, when a destination is being created, its landscapes have been ordered to represent certain characteristics (Deleuse and Guttari, 2004) and often to serve as a backdrop. However, as I emphasised above, landscapes as vital refuse to be disciplined and furthermore, landscapes are complicated and messy and, thus, can react to the visitor in multiplicity of ways and often unexpectedly. Therefore, it is important to recognise how landscape materialities enmesh which takes me back to the time when I realised the importance of landscape as concept.

Landscape materialities

I started working with the concept of landscape when doing my Ph.D. at Manchester University, UK. My doctoral degree was in Social Anthropology and according to the discipline's tradition I was expected to do at least yearlong fieldwork. I was interested in tourism as a mobile force and how it influences places. I wanted to examine it in context to how places are and have always been continuously shaped through variety of movements of human, non-humans, things and ideas. Therefore, the emphasis was on tourism in relation to other forms of mobility from a historical perspective. With this in mind, I headed off to Andalucía in Spain, my chosen place for fieldwork. I was going to settle in a mountain village away from the coast because whilst the coastline of Andalucía was by many perceived as exhausted by the tourism industry many mountainous areas were regarded to be more "authentic". To make a long story short, things mostly worked out as planned and I stayed for over a year and settled in a village in the mountains of the Alpujarra region, in south of Granada. In times gone by the area had remained isolated because of its altitude in the steep mountains and thus difficult to access and its authenticity was often emphasised by referring to it as the region where time stood still. However, what became obvious to me is that time had moved in variety of direction and at different speeds which made me have to rethink the historical perspective I had previously intended to work from.

The linear history I had read thoroughly before heading of for fieldwork appeared not to be the history the inhabitants in the village had experienced and wanted to tell me about. Rather, when asked about history, they spoke about the conditions of the land, changes in climate usually with a reference to how it used to rain more and how changing natural conditions for agriculture and farming had altered their ways of living. No more did they go to the mountains to stay at their farmsteads for six months a year, over the fertile seasons, to cultivate the land. The farming had become less and less profitable so now people inhabited the village for the whole year and made profit from caring for the tourists, directly and indirectly, who recently had started to visit the village. In fact, it appeared that the 'history' people told me about was about the comings and goings of people and materialites in heterogenous context. In short, how I was introduced to this history was on one hand through conversations and interviews regarding everyday life that usually referred to landscape materialities, earthly substances such as rain, plants, animals and clay and the products they provided and still did. On the other hand, conversations about history referred to movements of people to, from and in the place throughout the centuries, or all the way back to the 15th century when the mountains became sanctuary for the Moorish people that had to escape the city of Granada. Their legacy was visible in the landscape through the architecture they brought with them, unique

building techniques for houses that still were lived in as well as the irrigation system for the fields. In fact, as people continued to move to and from the place the landscape continued to move and different aspects of the landscape have been brought forth and most recently, with the movements of tourists to the landscape it has become valued as a landscape of leisure, for hiking, horse riding and biking, as landscape of views and vistas decorated with ancient, whitewashed villages that provide a sense of authenticity.

What emerges is how different comings and goings bring forth various combinations of materialities that change the texture of the landscape. The landscape that the tourist may step into is one that combines it as a landscape of leisure, vistas and authenticity because that is how it is promoted. Each and one tourist are at the same time likely to add to this combination for example through buying local products and at the same time make a personal connection to the place. In fact, tourist performances bring forth different landscape materialities which means that the place as a destination is constantly becoming as the landscape takes on new textures. However, the becoming of a place as a tourism destination can be contested as it certainly was the case when I was working in the field. As a destination of leisure, views and vistas, different demands and needs had been created as tourists needed to be hosted and thus houses built, and services such as, restaurants, tour companies, shops to cater. How this was done and operated could result in conflicts as heterogenous groups of people were performing the same place, as tourists, stakeholders and people getting on with their everyday life. Did the new buildings fit in with old ones or was it not important, was the local bar owner still loyal to the inhabitants or did the tourists have priority and, at last, but not least, who really belonged to the surrounding mountains when it was in the process of gaining the status of a national park like happened whilst I was doing the research (Lund, 1998)? This last mentioned certainly brought up directly few issues at stake when it comes to discuss landscape as contested and tensioned, issues regarding being and belonging with landscape and how their materialities should combine and for whom?

Since finishing my doctorate degree in 1998 I have continued to work with the concept of landscape but in different contexts. For a while my focus was on walking which started when I did a research in Scotland on hillwalking (Lund 2005, 2006; Lorimer and Lund, 2003, 2008). In recent years, my focus has been on the creation and development of tourism destinations in Iceland from various perspectives (Lund, 2016, 2015a, 2015b, 2013; Lund and Jóhannesson, 2016, 2014; Lund, Kjartansdóttir and Loftsdóttir 2018; Lund, Loftsdóttir and Leonard 2017; Loftsdóttir and Lund 2016). What appears is that to understand conflicts and debates that arise regarding destination developments demands that tourism scholars consider that concept of landscape as an analytical tool. Our task is to analyse conflicts and issues that arise and to do so it is necessary to understand in depth how people entangle with their landscapes no matter what their position is within them. We must understand the messiness of landscapes, their multivocality and temporalities (Lund and Benediktsson, 2010) and not the least their continuous mobility to get a deeper insight that can open up for possibilities of different landscape combinations. To allow for the agency of vital landscapes recognises the enmeshment of everyday lives that tourism is after all a part and parcel of.

Written by Katrín Anna Lund, University of Iceland

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62. TOURISM AND ACTIVE LIVING IN LATER LIFE - Contributions by Jiaying Lyu

After I got my Ph.D. from Texas A&M University in 2010, I went back to China to work as an assistant professor at Zhejiang University. In the doctoral study stage, my research was mainly based on the direction of my advisor, which focused on natural resource management issues at national parks and forests. I also published a few academic papers and industry publications on sustainable tourism. When I became an assistant professor, I began to look for new research directions. In China and many countries in the world, seniors comprise an important and steadily growing share of the travel market. As a result, although prior research presented a wide range of topics, marketing-oriented topics (e.g., market segmentation and consumer behavior) still dominate the literature. Given the burgeoning movement for successful and active aging, I feel that there is still room for more research employing rigorous aging theories and social psychology theories, in order to assess the role of tourism and hospitality in promoting well-being in later life. Therefore, I started to writing research grants on seniors' travel and leisure needs, behaviors and consequences. I got several national and provincial grants on the topic and published a number of academic papers. I am going to sort out relevant research to write a book on tourism and ageing.

Travel decision-making of seniors

My first contribution to the knowledge on aging and tourism lies in the area of travel decision-making. In reviewing previous research on senior's travel behavior, I noticed that most studies address the direct relationship between chronological age and potential travel-behaviour outcomes. The use of chronological age as a variable is inadequate to differentiate the travel behaviour of an increasingly diversified senior market. A research gap still exists in the study of potential psychological predictors. One such factor that has rarely been investigated is time perspective, which describes the degree of emphasis we place on our past, the present or the future (Zimbardo, & Boyd, 1999). My research first explored the links between time perspective, outbound-travel motivation and outbound-travel intention using survey data from a sample of Chinese seniors (Lu, Huang, Wang, Schuett, & Hu, 2016). The results showed that present-time perspective and future-time perspective were directly related to travel motivation, and that the associations between present and future perspectives and travel intention were fully mediated by travel motivation. These findings not only highlight the relevance of time-perspective styles to travel research, but also have specific implications for tourism-destination marketers with senior audiences. This research was awarded Second prize of excellent research achievements of National Tourism Administration of China.

Several researchers have determined that the travel constraints of the elderly are significantly influenced by their socio-economic conditions (Nimrod, 2008). By contrast, others have suggested that these socioeconomic variables are less effective determinants of the travel constraints of seniors, who may receive support and care from their children (Hsu & Kang, 2009). In the article I co-authored with Hung and Bai (Huang, Bai, & Lu, 2015), we provide empirical evidence on this issue by comparing the travel constraints of the elderly living in public housing and those living in private housing in Hong Kong. The majority of the elderly in Hong Kong experience financial problems because of the lack of retirement plans and protection. According to recent statistics of Hong Kong Census and Statistics Department, the total proportion of the elderly population (aged 60 years and over) in Hong Kong is nearly 20%. However, 38% of them live in public housing provided by the government because of financial constraints. The comparison between the elderly in public housing and those living in private housing revealed not only heterogeneity, but also similarities

between the two groups. By applying the leisure constraint models in an Asian context, this study clarified the constraints on travel the elderly experience and the improvements needed in service providers to better meet the needs of the elderly.

Long-stay tourism is a diverse and lesser-known form of tourism that, despite its increasing scale and impact, has only recently become a focus of research. Long-stay destination attributes have typically been examined in the context of international retirement migration; however, little is known about long-stay tourist behavior in domestic rural destinations. Over the past decade, long-stay tourism has been increasingly considered a potential tool for rural communities seeking social and economic revitalization. Drawing upon residential mobility theory (Oishi, 2010), my study proposed and tested a model to understand the psychological needs of long-stay tourists and the relationships of these needs with visitors' destination attributes and preferences (Lyu, Huang, & Mao, 2021). Using data collected from residents of three first-tier cities in China (Beijing, Shanghai, and Guangzhou), results reveal five destination selection themes: familiarity, comfort, rurality, wellness, and publicity. The findings also unveil the salience of each dimension through conjoint analysis. This study enriches and extends the literature on long-stay tourism and tourists, especially within Chinese rural destinations.

To date, little research has investigated information technology (IT) use by senior tourists and its effect on their travel behavior. The reason for this gap might be that elderly people are often considered "out of fashion", and thus to be rather irrelevant to studies on IT adoption. Such an assumption may have been realistic in the past, but the new generation of older adults not only has easy access to IT equipment and the Internet, but can also clearly recognize the lifestyle advantages that IT offers. As the cost of IT use declines and its benefit increases, there is a clear trend for seniors to better their daily lives and their holidays by using IT. Thus, IT use among seniors is one research gap needing further exploration. As an initial and exploratory attempt to understand the relation between IT usage and tourism behavior (travel motivation, travel intention, and socio-demographics), My colleagues and I conducted a survey research with Chinese senior outbound travelers (Wang, Wu, Luo & Lu, 2016). The results reveal four segments of IT usage, each with significantly different traveler profiles in terms of socio-demographics, travel motivation, and travel intention.

The effects of tourism on senior's well-being

Another contribution of my research is identifying the positive effects of tourism and leisure on senior's well-being. Both direct effect and moderating effect of leisure and tourism were explored in various settings. One research I worked with my Ph.D. student Huang Huan and my colleagues Hu Liang and Yang Lin, represents the first research effort to explore the impact of residential mobility on depressive symptoms among middle-aged and older adults in China (Lyu, Huang, Hu, & Yang, 2020). We also examined whether such potential association was moderated by social leisure activity participation. In addition to the novelty of the study findings, an important strength is that the analyses were conducted in a population-based cohort study with 3 time points in a 5-year span, offering adequate statistical power for the analysis of the targeted relationship. No evidence to date has examined the moving-depression relationship based on data of such size and study length. Second, the study measured a large number of demographic characteristics (age, gender, education, marital status, hukou, residential region, employment status, income) and physical conditions (difficulty in activities of daily living) that are potential confounders. This study not only revealed the negative impact of residential mobility on depression but also highlighted the protective role of social leisure activity in the moving-depression relationship.

The urban elderly who move with their children to different places and take care of their grandchildren have formed a representative picture of today's aging China. At present, little is known about the life pressure and adjustment methods faced by this group in leisure tourism research. Draw upon the hierarchical leisure coping theory, my student and I conducted a qualitative research explore the leisure coping process of the

migrant elderly in China (currently under review). We found that the accompanying elderly faced multiple stresses, including environmental stress, obligation stress and role stress. Under the guidance of two leisure coping beliefs of self leisure empowerment and leisure mutual assistance spirit, they adopted three types of leisure coping strategies, namely, support seeking, focus transferring and self-regulation to deal with the pressure. These three coping strategies were embodied into the participation of five types leisure activities: aerobic exercise, urban entertainment, social gathering, talent skills and sightseeing tourism, which acted on the coping results. This study puts forward countermeasures and suggestions from the aspects of improving the understanding of the problems faced by the migrant elderly, formulating targeted leisure intervention measures and promoting healthy aging.

Older adults are considered a vulnerable group at high risk of social isolation. Social capital has been shown to be a protective factor against social isolation and a contributing factor to well-being. My colleagues and I employed a mixed-methods approach to examine the effect of leisure education on social capital in the case of university programs for older adults in China (Lyu, Huang, & Hu, 2019). Through its prospective design, I found that leisure education enhanced the development of social capital. Shared interests, perceived social connectedness, information exchanges, norms of mutual care, and skill development were found to play important roles in enhancing seniors' social capital.

Menopausal transition is often associated with impaired satisfaction with life. Exercise is promising in both managing menopausal symptoms and improving subjective well-being of women after menopause. I worked with experts in sports science to examine the effects of a 4-month randomized controlled walking trial on menopausal symptoms and satisfaction with life in 80 community-dwelling postmenopausal Chinese women, and identified predictors of changes in satisfaction with life across the intervention (Hu, Zhu, Lyu, Zhu, Xu, & Yang, 2017). Walking was effective in reducing menopausal symptoms and depression as well as enhancing physical self-esteem and satisfaction with life. In addition, changes in physical activity, menopausal symptoms, BMI, physical self-esteem, and depression were predictors of change in satisfaction with life across the intervention. Therefore, walking could be recommended for post-menopausal women to manage menopausal symptoms and promote psychological well-being. Life satisfaction may be enhanced through the improvement of mental and physical parameters.

Growing evidence suggests that travel may serve as an effective intervention of subjective well-being (SWB). One of my recent work develops and empirically tests a psychological model that describes the links of cruise experience and SWB (Lyu, Mao, & Hu, 2018). This study also compared the short- and long-term effects of the cruise experience on SWB. Our results identified 3 dimensions of cruise experience, namely, emotional experience, relational experience, and thinking experience. In the short term, happiness from cruise travel is created mainly through emotional and relational experiences. The long-term effect of cruising travel is largely derived from thinking experience. This article was ranked top downloaded and cited article of the year for International Journal of Tourism Research. The results were also reported by media in China, USA, and India.

Future directions

Overall, I believe that the demand changes brought about by the aging population and the supply changes brought about by the technological advancement will have a far-reaching impact on future tourism research. At present, the research on the elderly population is relatively scattered, which needs to be carried out more systematically. The increase in the aging population and the scale of their complexity and diversity demand the testing of more sophisticated research hypotheses and, consequently, the use of more advanced statistical analysis methods. However, we need to be cautious that "the statistical analysis tools at the higher aggregation level are not substitutes for those at the lower level of aggregation. The lower level of aggregation may be more meaningful for the less developed countries where aging research is still immature. In the less studied countries, the use of the qualitative approach is especially fruitful.

Longitudinal studies are also needed to study age-relation changes in travel behavior. Given that considerable data offer a new exciting frontier for consumer research, tourism scholars must know how to collect and use digital data on the elderly group. Opportunities also exist for deriving new theories in the less researched regions, where the aging phenomenon may not be explained fully with the existing aging theories. Meanwhile, understanding aging in the tourism and hospitality contexts can be achieved in two directions: the elderly as a traveler and the elderly as a member of the tourism community. Past studies mainly explored topics related to the first direction. While continuing this line of enquiry is important and can further contribute to our understanding of elderly travelers, pursuing the second research direction can also be beneficial. The possible contributions of the elderly to tourism development and how they perceive tourism development in their community remain unknown. Some discussions have been initiated to involve retirees in the workforce of tourism and hotels.

Written by Jiaying Lyu, Zhejiang University, Department of Tourism and Hotel Management, China

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63. SITUATING TOURISM - Contributions by Heather Mair

With degrees in political science, political economy and, finally, rural development, I didn't start my career with a deep background in tourism studies. After a few years 'out' of the academic world (i.e., I took a break between graduate degrees), I returned to doctoral studies with a deep desire to understand rural development. I quickly learned that, in the early 2000s, understanding rural development meant you had to also develop an understanding of tourism. Indeed, as a young scholar asking questions about rural development, it became clear that, at least in the Canadian context, part of the policy response (the *answer*, if you will) to questions and concerns about generating opportunities for rural development always seemed to include some discussion of tourism. Having had my own extensive and sometimes deeply uncomfortable experiences with tourism around the world, I wanted to uncover the reasons for this situation.

As a result, the key contributions my work has made to the study of tourism have included an effort to critically evaluate tourism development as a component of our contemporary political economy – what I think of as 'situating tourism'. That is, nearly all my tourism-related projects have involved efforts to ground an understanding of tourism and tourism development within 'bigger' contextual issues of political economy and the working of late capitalism. This effort to situate tourism was guided by two foundational questions: (1) why tourism? and (2) how tourism?

Why tourism?

From 2000 to 2009, I published, alone and with colleagues, a series of papers, book chapters and a book that all, in some way, sought to trouble what I viewed to be an often-unasked question: why tourism? I wanted to challenge what I thought were almost pre-given assumptions about the role that tourism could (or should) play in helping small economies reverse the sometimes devastating trends of population decline, deindustrialisation, economic restructuring, and a decrease in natural resources-based development. I asked: what was it about tourism that made it so attractive as an option for stimulating economic growth? Because tourism development is based on entrepreneurialism and often centered on notions of community self-expression, independence, and celebration, it was a kind of low investment, feel-good response to the daunting challenges of economic change that many communities in Canada (and around the world) were facing.

Influenced by critical geographers such as Britton (1991), and planners such as Marcouiller (1997), I saw the value of situating analyses of tourism development within the broader context of neoliberal governing rationality and used critical policy analysis and regulation theory (Aglietta, 1979; Goodwin, Cloke, & Milbourne, 1995, Lipietz, 1987) to illustrate tourism's growing appeal as a development strategy over 25 years (1975-2000). This assessment of tourism policy evolution led to the creation of four key dimensions, which I identified within the policy language of tourism promotion as it was undertaken by policy makers at the micro (local) and meso (provincial) level (Mair, 2006, p. 31):

(1) *Rationale:* why should tourism development be promoted?

(2) *Responsibility:* who is (or should be) responsible for the promotion of tourism development?

(3) *Execution:* how should tourism development be promoted?

(4) *Content:* what kinds of activities and facilities should be promoted?

While critical assessments of tourism development were starting to take hold in our field (see, for example,

Higgins-Desbiolles, 2006) and policy analysis approaches were coming to the fore (see, for example, Dredge & Jenkins, 2003), my work was among early efforts to critically assess *why* tourism was part of the answer to questions about economic development and the implications thereof. The result was a concern that a focus on tourism development as a kind of unquestioned 'saviour' for communities risked putting short term economic needs ahead of all else. Moreover, as more communities faced the shifting tides of global economic change, I felt the need for this kind of work was urgent. As I wrote in 2006,

Future research must be undertaken in regard to understanding how this neoliberal imperative of economic development is manifested and maintained in rural and urban communities elsewhere as well as the implications of this shift. Illuminating the assumptions underscoring this growing support for tourism is one step in creating tourism projects that are built on a wide range of development imperatives that meet the needs of the community in question. Given the overwhelming support of tourism development projects in both the developed and underdeveloped world, and in light of the growing evidence of negative economic, social and environmental impacts, the task is urgent. (Mair, 2006, p. 41)

How tourism?

Linked to my growing concern about the ways tourism was being taken up in small communities was an interest in *how* tourism development was being undertaken and my work also involved considerations of participatory methods of tourism planning and development. Along with my doctoral supervisor Don Reid and colleagues, we pioneered a participatory action process (Reid, Mair, George, & Taylor, 2001) for tourism planning and development that encouraged members of communities to ask themselves not just 'why' they wanted tourism in their communities, but also how it could be developed in a way that allowed communities to achieve goals that extended beyond just generating economic growth. Our team published a series of papers, book chapters, and a book that all built on this question (see, for example, Mair, Reid, George & Taylor, 2001; Reid, Mair, & Taylor, 2000; Reid, Mair, & George, 2004; Mair & Reid, 2007, George, Mair, & Reid, 2009).

Related work, on my own and with graduate students who were also interested in similar questions, yielded insights into the impacts of tourism on communities (see, for example, Mair, 2009, Kerswill & Mair, 2015) and sometimes on the tourists themselves (see, for example, Miller & Mair, 2014; Miller & Mair, 2015). In all projects, I encouraged my students to situate their projects within the broader political economic context as I firmly believe that tourism cannot be understood in a vacuum but must be understood as part-and-parcel with the assumptions that shape contemporary economic development policies (Mair, 2011, 2018).

New (related) areas of interest

Most recently and deeply related to this belief in the need to critically situate tourism, I've developing a new area of exploration. Recent work involves developing an understanding of how tourism can foster a critical pedagogical opportunity for both tourists and communities. Work on tourism as critical pedagogy (Mair & Sumner, 2018), built on Sumer's ideas about food as critical pedagogy (Sumner, 2016), and identified opportunities for new forms of tourism to: (1) build comprehension about the social, environmental, and political-economic implications of tourism; (2) to understand relationships that support tourism; and (3) to identify real alternatives and opportunities for change. While I admire (but have long remained skeptical about) the so-called hopeful turn in tourism (Pritchard, Morgan & Ateljevic, 2011), the current context of climate change and growing concerns about ethics in tourism have led me to want to consider how positive change can be fostered. As I look towards the last decade (of so) of my career, I am excited about these new developments in the field and in my thinking.

Written by Heather Mair, University of Waterloo, Canada
[*Read Heather's letter to future generations of tourism researchers*](#)

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64. EVENT STUDIES - Contributions by Judith Mair

My research interests span several different dimensions of the tourism industry, including post-disaster recovery for tourist destinations, but my particular passion is in event studies and I have established my track record to become a leading researcher in this field.

Conference attendance

My PhD examined the decision-making process for attending association conferences, and I was initially motivated by my interest in the increase in video-calls and the technological improvements that meant business meetings no longer had to be held face-to-face. This led me to wonder whether conferences would survive the impact of technology – was there something about attending a conference in person that made it worthwhile, when the 'business' side of conferences (listening to keynotes and presenting papers etc.) could be done either via pre-recording or some kind of video-link? As it turns out, thanks to the Covid-19 pandemic and the latest technology, we all know very well how easily conferences can go online, yet we also recognise that we are missing something by not meeting up in person. Probably because, as my research showed in the mid-2000's and still shows today, networking is what we value most about attending conferences and this is just much harder to achieve virtually. The main publication from my PhD (Mair & Thompson, 2009) is still one of my most highly-cited papers and presents one of the first studies of the process of attendance decision-making in the association conference context. It highlights the key factors that potential attendees take into account when thinking about whether or not to attend a conference – networking, personal/professional development, cost, location, time & convenience, and health & wellbeing. My research (Mair 2014) was also showcased in a monograph on this topic – *Conferences and conventions: a research perspective*, published by Routledge.

Further research

My research still focuses very much on the benefits of events and festivals of all kinds, but I have expanded my interest to centre on the sustainability aspects of events – how can we make events themselves more environmentally sustainable, and how can we best understand the positive social impacts that events can have on attendees and on the local communities that host them? My passion is in finding ways to enhance the benefits of events and festivals, and at the same time find ways to mitigate or minimise the negatives. This stream of research has led to multiple publications, a leading research monograph (*Festival encounters – theoretical perspectives* published by Routledge: Duffy & Mair, 2017) and was the main reason I was invited by Routledge as sole Editor of their Handbook of Festivals (Mair, 2018).

The best thing about being an academic for me is that I get to work with many fabulous women. Some have been mentors, others peers, and now I am able to be a mentor for junior up-and-coming colleagues, which is very important to me. My collaborations with Michelle Duffy, Leonie Lockstone-Binney, Kirsten Holmes and Jennifer Laing in particular are a source of inspiration to me and have helped me to become the researcher that I am today.

Written by Judith Mair, University of Queensland, Australia
Read Judith's letter to future generations of tourism researchers

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65. CRITICAL TOURISM KNOWLEDGE - Contributions by Ana María Munar

A personal reflection on my contribution to tourism knowledge

How are we to imagine tourism knowledge? We could see this as a vast landscape with different cultures, spaces and environments, ruins and new constructions appearing here and there. The problem I see with this metaphor is that it calls for the vastness of horizons and a sense of grandiosity that is difficult to envision for tourism scholarship. There is a humble warning in knowledge's classical metaphorical language, which insists in *fields* and *areas* (of knowledge) instead of oceans and skies. Personally, I have always preferred the metaphor of the house. A house has many different rooms, different functions, a history, it can be expanded and changed, its modifications reflect the passing of time – the fashions, cultures and financial ups and downs, it can feel welcoming or threatening, some feel it like a home and others as a foreign space. A house is affected and affects its surroundings and the people that inhabit it. It is not easy to answer the question put forward by the editors of this volume – What has been my contribution to tourism knowledge? But the question can be reformulated based on this imagination – in what way is the house different because I visited and stayed? Has my being 'there' made any difference at all, and if so, in what way?

I believe that the most important aspect of my presence in the house of tourism knowledge are the ideas and relations that are established when creating, thinking and being together. Knowledge is not something detached (out there) but deeply embodied. We feel it and we feel for it. It is spoken, written, discussed, embraced and rejected relationally. In this journey I have very often felt that I had no specific direction, no traditional focus or purpose, instead my scholarly work was a combination of curiosity, chance, need, honesty and being with others. There is a messy existential combination of factors that makes one's life in academia a serendipitous at times exhilarating and at times excruciating stay (Pernecky, Munar & Wheeller, 2016).

I entered the house in my early 30s. It happened by chance. While doing my PhD on the topic of globalization and democracy I selected tourism higher education as my empirical field to examine how academic knowledge is created, institutionalized and globalized. One could say that I wasn't studying 'tourism' as a phenomenon per se, instead I was studying tourism knowledge and tourism academia. I was like the external auditor that comes to the house trying to make a map of its history and structure. How was such a house built? Who's powers made it possible, which relationships? Why did it look as it did? Who was included and excluded from the house? I was applying political philosophy (specifically the tradition of critical thought and the philosophy of Jürgen Habermas) to provide an epistemological and political analysis of how tourism research and education had come to exist (Munar, 2006, 2007a, 2007b). At the time I had the luck to have a kind and wise mentor, my Ph.D. supervisor, Jafar Jafari. My passion for epistemology (to understand the nature and possibilities of human knowledge), is still as strong as it was over 18 years ago. I have addressed the question of knowing through my studies on: postdisciplinarity and how to open up to multiple knowledges and forms of expressing knowledge (Munar, Pernecky, & Feighery, 2016); the role of desire and emotions in knowing (Munar & Hall, 2020) ; the challenges of systems' colonization in knowledge production (Munar, 2016); the critique and understanding of paradigms (Munar & Jamal, 2016) and metrics (Munar, 2019), and most specially I have focused on gender equity and inclusion in tourism academia (Munar, 2017; Munar, Khoo-Lattimore, C., Chambers & Biran, 2017), where I have contributed with extensive scholarship and continue to develop policy tools, and to support communities and initiatives for change (Munar et al, 2015; Munar et al., 2017; Munar 2018). The later contribution is only possible because of many hours of community work with scholars that I deeply admire and trust like Donna Chambers, Nigel Morgan, Catheryn Khoo-Lattimore, Elaine Yang, Claudia Eger ... these are only a part of a large community

of people across generations and across continents that has put many hours of work to fight for gender equality.

I have been inside the house of tourism looking outside, and outside looking in. But the wish of my heart continues to be a similar one – I want to expand and make more welcoming and freer the spaces where knowledge can happen, tear up walls, transform walls into canvases, invite new people and ideas. When you produce knowledge about the possibilities of knowing, knowledge is action and knowledge is life. Knowledge is your body and your voice and your loves. Knowledge is every time one feels 'we'. Having long conversations in the kitchen of the house long into the night matter as much or more than high rankings, getting people to join in a performance or to dare experiment becomes more important than bonuses or official recognitions. I deeply believe in the transformative power of ideas when they are shared and lived. Ideas and words free us and imprison us, they make us 'see' in specific ways, they ground who we are and most importantly, who we can become. Therefore one of the things I am most proud of is having contributed to organizing and chairing the conferences of Tourism Postdisciplinarity with Tomas Pernecky (*Freedom. Art. Power.* Copenhagen, 2015) and Critical Tourism Studies with Kellee Caton (*Understand tourism – change tourism. Understand ourselves – change ourselves*, Mallorca, 2017, and *Pride and prejudice: Que(e)rying tourism hope*, Ibiza, 2019). The calls for papers, the activities and the spirit of the scholars that joined these conferences expanded and transformed the house. These spaces allowed for new imaginations about what it means to be a tourism academic and what are the topics and questions that can constitute a tourism research agenda. When I write or act from that place of community, I have a sense that scholarship can transform and emancipate the house, its surroundings and ourselves.

Throughout the years I have written many publications, more than I can remember, on tourism and digital technologies, on consumer cultures, on innovation, on destination management... most of the times taking a philosophical approach to these different topics. Did these publications change anything? Maybe. I believe that the major contribution of this part of my scholarship was to introduce critical and philosophical approaches to the area of tourism digital technologies, which was and is dominated by managerial and instrumental approaches to knowledge (Munar, 2013). To do this was not an easy task. I wasn't welcomed in that part of the house and received many rejections and long angry reviews of academics that couldn't relate to philosophy or meant I had to cite all previous managerial research if I ever wanted to get published in that field. My publications in this area have a rebellious heart, they are the ones that demanded of me more perseverance and a healthy sense of entitlement – there is so much more to tourism and technology than 'managing'. Recently, I was invited to give a keynote for Ph.D. students at a tourism technology conference and was told that the decision to invite me had been polemic and wasn't welcomed by some senior scholars of that community. To transform a house is not always easy and to compensate for exhaustion and loneliness nothing like finding other academics with similar values and a passion for thinking differently. I am extremely thankful to the collaborations with Szilvia Gyimóthy (Munar & Gyimóthy, 2013), Richard Ek (Munar & Ek, 2014; Munar and Ek, 2021 forthcomming) and Mads Bødker (Bødker & Munar, 2014; Munar & Bødker, 2014; Munar & Bødker, 2018; Munar et al., 2021), who were there helping me to open a new window in the main room of tourism and technology.

This wasn't the first time I had heard that my 'kind' of scholarship was unwelcomed or problematic and it might not be the last one. Is producing inconvenient or different knowledge a contribution? In the house of tourism academia there are still many tribal spaces and we tend to stick to our silos even inside the same area of research. And there are also mostly men and masculinity in the spaces of power of the house, a dominance of English, of Western thought and tradition, of specific ways of teaching, writing and expressing, expectations of how one is supposed to look like or to come from. Sometimes the contribution is simply staying when one feels like leaving. Staying there as if one belonged to places where one clearly doesn't, leaving a trace or an opening. Sometimes the contribution is to give a keynote in a colourful dress or to make baby-sitting a basic service of an academic conference. Sometimes the contribution is being true to one's truth, for example denouncing the alienation of metric systems, neoliberalism and democratic deficit in tourism academia (Munar 2016, 2019), so that others can be true to theirs.

And then there are my many other publications and research projects (for a full CV see www.cbs.dk/en/staff/anmmpp). I believe that if some of these disappeared very little will change. It would be like changing some pillows of the sofa in one of the rooms of the house. This includes some of my most cited papers. These publications are solid work and that is ok, but if I was never to be credited for them, that would be fine too. The days that I am optimistic I think that they are far from brilliant but they are honest (and that is meant without irony, honest thinking is the outmost I aspire to), other days, the most pessimistic ones, I think they are noise, quantity, too superficial, part of the rush of busyness and production madness (more and more) that academic cultures are full of. But the truth is, one never knows who reads and what one's work can mean for others, in that way it is always like an offering.

Living philosophy is what I aspire to. I hope I contribute to tourism knowledge not only with content, but by showing a way of being a tourism academic. My research practice is to follow my curiosity even if it seems that it is taking me far away from the house and from dominant academic systems of merit. Lived experience has taught me that you can go on exploration and take the house with you, but also that at times one doubts if one belongs. It is curiosity and companionship what allows me to keep on creating meaning and community and to broaden what a field of knowledge can be, like if the house could be transformed into temporary nomadic camps or creative festivals. Currently I am deeply engaged in several projects with this spirit. I have written a book on the nature of "Desire" (forthcoming), a philosophical and poetic exploration on gender, "I am Man", (Munar, 2020), a book on "Sexism in Danish Higher Education and Research", which is part of a major national initiative on #metoo in Danish academia (Einersen et al. 2021), and a paper about Muxes, the indigenous third gender in Mexico with Jacobo Ramírez (forthcoming). These projects are formally outside tourism, but in reality they are deeply interlinked with those that I am exploring in tourism such as: the special issue with Claudia Eger and Cathy Hsu "Gender and Tourism Sustainability" (2021); Infrapolitics in volunteer tourism with Amira Benali and Emmanuel Adu-Ampong; the philosophy of intrusion as a way of understanding the pandemic and tourism (inspired by the philosopher Jean-Luc Nancy) and "Wall, Pine and Sea", a slow research project where I explore tourism spaces, ethics and contemplation using new materialism and creative writing, these two later projects with Adam Doering; and I continue to co-chair the network of Critical Tourism Studies with Kellee Caton. For all of these I am so deeply thankful. These creative and beloved colleagues make my academic life joyful. How is then knowledge transformed because of that, through that? Most of these projects aim to open up the way we understand tourism by transforming the way we understand the human condition. Especially the ones with Adam Doering are reclaiming the art of contemplation and conversation as a way to knowing. In my mind the explorations outside of tourism nurture the work in the inside, these writings are all interlinked in a postdisciplinary fashion. Time will tell if they are to change the house in anyway, certainly these collaborations and this "thinking/being together" are the sunshine entering through the windows.

I look back to my academic writings and activities and I see me in all of them; in the loved ones and the forgotten or despised ones. I see the mother of three kids trying to get a job in academia, making compromises, finding time to read anywhere and anytime, commuting, mentoring, partying, feeling mostly an outsider to academic cultures, a scholar with deep passion and without an academic discipline, suffering from and fighting sexism, learning to write in English, an emigrant for most of my academic life, always at the periphery of the departments I was employed in, finding love and meaning in friendship and specific academic communities such as the Critical Tourism Studies or the Nordic network of tourism scholars. I look back and see someone that said 'yes' to many writing projects and institutional responsibilities because of solidarity, friendship and at times a mistaken sense of duty. That same willingness is also what brought me some of the most meaningful relationships in my life. My contribution, if any, is theirs too. The tourism knowledge that I have created, received and shared is thanks to them and because of them.

Written by Ana María Munar, Copenhagen Business School, Denmark
Read Ana's letter to future generations of tourism researchers

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66. DESTINATION IMAGE ANALYTICS THROUGH TRAVELLER-GENERATED CONTENT - Contributions by Estela Marine-Roig

Since Kevin Lynch's pioneering 1960 work on the image of the city, researchers have devoted significant attention to analysing tourist destination images (TDI) because they are a determining factor when choosing where to vacation. Most of the authors used the surveys as data sources to analyse the perceived TDI. Marine-Roig (2010) claimed travel blogs as objects of study for the perceived image of a destination. She developed this line of research during her doctorate (Marine-Roig, 2014b) by including travel blogs and online travel reviews (OTR) in the sources of user-generated content (UGC). Among the milestones of the research line, the following contributions stand out.

Theoretical. In addition to the PhD thesis (Marine-Roig, 2014b), a study (Marine-Roig, 2015a) highlighted the role of identity and authenticity in the construction of TDI and represented a holistic framework of TDI formation through a hermeneutical circle (Figure 1). Currently, she addresses as a data source traveller-generated content (TGC) defined as narratives, opinions, and ratings shared on social media and based on the visitor's experiences of travelling, sightseeing, entertainment, shopping, lodging and dining in a tourist destination (Marine-Roig & Huertas, 2020). She has, in addition, introduced semiotic aspects of TDIs into the conceptual framework (Marine-Roig, 2021) as an element of discussion (Figure 2).
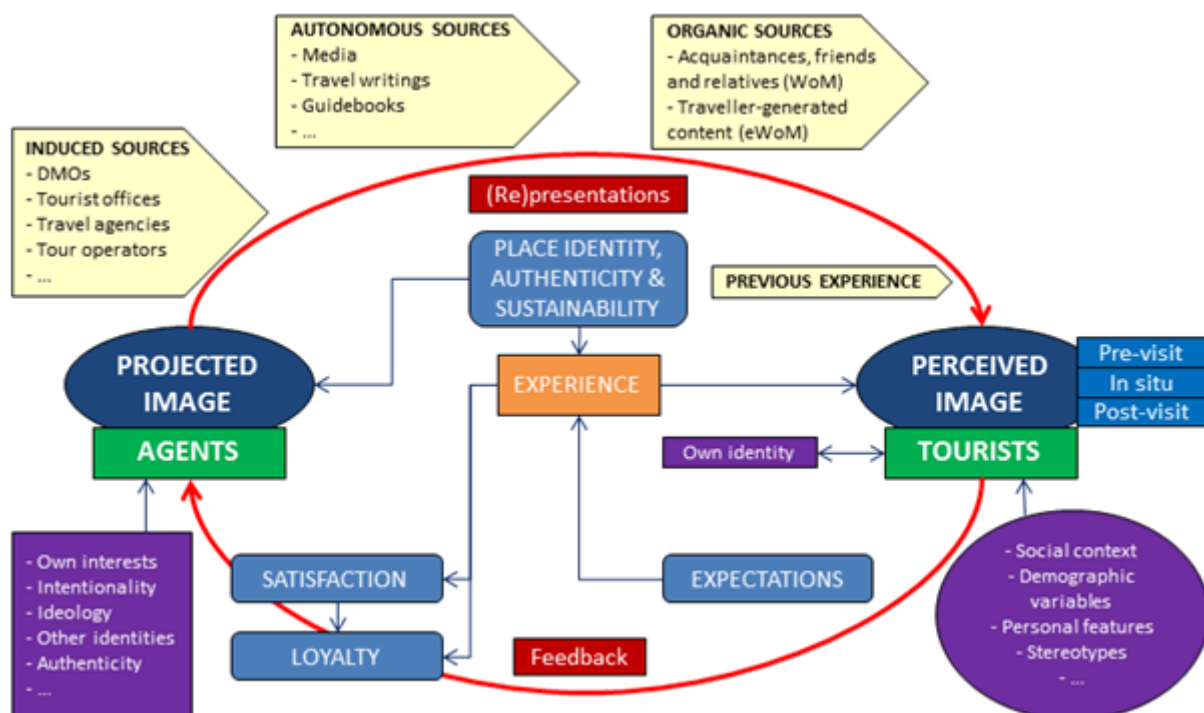

Figure 1. Destination image construction from a holistic perspective (Marine-Roig, 2021).
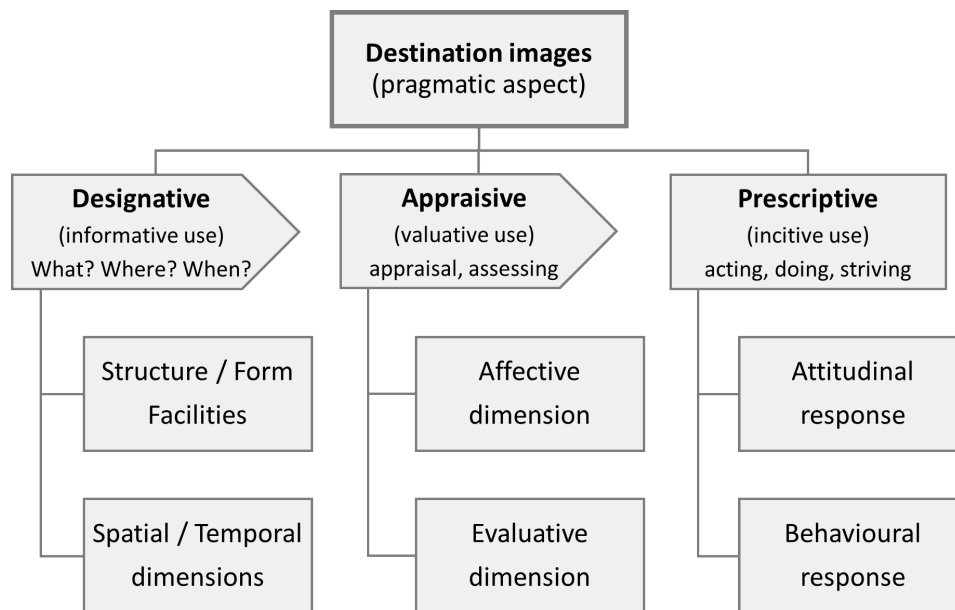
Figure 2. Semiotic aspects of destination images (Marine-Roig, 2021).

Methodological. (1) A first methodological article presented a webometric formula to select the most suitable online data source for a case study (Marine-Roig, 2014a). (2) Methods for selecting, downloading, arranging, and debugging tourist data from websites were presented (Marine-Roig & Anton Clavé, 2016a). (3) Methods for analysing multiscale TDIs through spatial coefficients (Marine-Roig & Anton Clavé, 2016d) were examined. (4) Methods for extracting information from OTR paratextual elements (Marine-Roig, 2017b) and HyperText Markup Language (HTML) meta-tags were described (Marine-Roig, 2017a). (5) Methods for analysing the content of OTRs were detailed (Marine-Roig, 2022).

Empirical. The main topics analysed through case studies and TGC were as follows: smart tourism (Marine-Roig & Anton Clavé, 2015); religious tourism (Marine-Roig, 2015b, 2016); sentiment analysis (Marine-Roig & Anton Clavé, 2016b); pull factors (Marine-Roig & Anton Clavé, 2016e); gap between projected and perceived TDIs (Marine-Roig & Anton Clavé, 2016c; Marine-Roig & Ferrer-Rosell, 2018); territorial tourist brands (Marine-Roig & Mariné Gallisà, 2018); social media events (Marine-Roig et al., 2017, 2020); sightseeing, lodging, and dining experiences (Marine-Roig, 2019); gastronomic image (Marine-Roig et al., 2019); personal safety (Marine-Roig & Huertas, 2020); and satisfaction and loyalty (Marine-Roig, 2021).

Experiential marketing. As a corresponding author (Lalicic et al., 2021; Lin et al., 2021), she applied her TDI framework (Marine-Roig, 2019, 2021) to address the co-design or co-creation of tourist experiences.

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Written by Estela Marine-Roig, University of Lleida (UdL) and Open University of Catalonia (UOC), Spain
Read Estela's letter to future generations of tourism researchers

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67. USER-GENERATED CONTENT IN TOURISM - Contributions by Eva Martin-Fuentes

Introduction

My initiation to the world of research and teaching in tourism and the hospitality industry came rather late since before devoting myself to it, for almost 20 years, my career focused on the management of cultural activities and congress and conference organization. That is in addition to overseeing tourism promotion for the Lleida Provincial Council Tourist Board in Catalonia, Spain.

When I worked in the Tourist Board of my home region, the opportunity arose to dedicate myself to university teaching at the University of Lleida since the bachelor's degree in Tourism was just starting, and I began to work as a part-time lecturer to provide a practical standpoint of event management and promoting tourism.

I slowly began to develop a passion for research in tourism (I had already been passionate about tourism for many years) and the hospitality industry, and I embarked on research using user-generated content (UGC) in tourism and in the hospitality industry.

This chapter presents the various contributions made over the last five years in research in tourism, especially in the analysis of UGC.

Literature Review

During my early years, in collaboration with researchers from my department at the University of Lleida, our research focused on issues close to our region and even our institution. We performed research into the implementation of e-commerce in ski resorts in Spain and Andorra (Cristobal-Fransi, Daries-Ramon, Mariné-Roig, & Martin-Fuentes, 2017).

I then began to work in conjunction with lecturers of the Department of Computer Engineering at my University on issues related to the hospitality industry based on user-generated content on such platforms as TripAdvisor or booking platforms that allow feedback from users, such as Booking.com.

We verified whether ratings given by guests in hotels all over the world match hotel categories, confirming that there is a relationship between guests' opinions and the hotel classification system (Martin-Fuentes, 2016), and that possible false opinions due to the anonymity of opinions on platforms such as TripAdvisor do not alter the position in the rankings of hotels worldwide compared with the opinions on platforms where the user is authenticated, such as Booking.com, with data from hotels of more than 400 tourist destinations around the world (Martin-Fuentes, Mateu, & Fernandez, 2018).

We confirmed that hotel categories worldwide can be inferred from the features appraised by users, and we created a model with machine learning techniques to classify any type of accommodation, for example, properties offered by Airbnb. This work has so far been the most cited (Martin-Fuentes, Fernandez, Mateu, & Marine-Roig, 2018).

We have also worked with researchers from other Spanish Universities in studies that analyse which hotels are most dependent on the Online Travel Agency (OTA), Booking.com, from the number of reviews posted

by customers (Martin-Fuentes & Mellinas, 2018), with samples from 34,000 hotels and millions of reviews, whether the size of hotels influences their ability to get more reviews on TripAdvisor, concluding that smaller hotels are able to achieve a higher percentage of opinions from their guests than larger ones (Mellinas & Martin-Fuentes, 2019), or whether the means of collecting reviews and ratings on different OTAs affects the ratings obtained by hotels (Martin-Fuentes, Mellinas, & Parra-Lopez, 2021). We have also measured the effects of the new Booking.com measuring scale concluding that the worst-rated hotels will see their scores fall in the coming years (Mellinas & Martin-Fuentes, 2021).

In recent years we have collaborated with professors from universities in other countries analysing whether monetary and non-monetary components in user ratings when scoring a hotel establishment influence their satisfaction (Nicolau, Mellinas, & Martín-Fuentes, 2020a) and other study in which we have confirmed that there is a halo effect in users' ratings of hotels (Nicolau, Mellinas, & Martín-Fuentes, 2020b).

We have also investigated the destination image from the reviews posted by people staying at peer-to-peer establishments so that destinations can design tourism experiences in accordance with their opinions (Lalicic, Marine-Roig, Ferrer-Rosell, & Martin-Fuentes, 2021) and we have studied patterns of posts by hotels on their social networks (Ferrer-Rosell, Martin-Fuentes, & Marine-Roig, 2020).

Methodology

Throughout these years we have worked with different data sources. In the early years, data was collected manually but gradually, data collection has become automated, and we have used webscraping tools to collect millions of reviews from opinion platforms or we have used massive data downloaded from the Internet provided by third parties such as InsideAirbnb.com.

The methodology used at each moment has also been different, ranging from Extended Model of Internet Commerce Adoption (eMICA) and Web Content Analysis models through quantitative techniques such as comparative one-way ANOVA or the t-test, to using supervised machine learning techniques like Support Vector Machine or content analysis combined with Compositional data (CoDa).

Results

The results show, from the automatic analysis with VosViewer software (van Eck & Waltman, 2010) of the keywords of all studies conducted together with different researchers that there are three research clusters, as can be seen in Figure 1.

Green shows articles at the start of my career on e-commerce, web analysis of ski resorts in Catalonia, Spain and Andorra. A second cluster in blue deals with user-generated content used for the analysis of tourist destinations and for the hospitality industry, and a third cluster in red on the measuring scales of hotel ratings on different opinion platforms that are used to measure user satisfaction and compare it with hotel classification systems, among others.
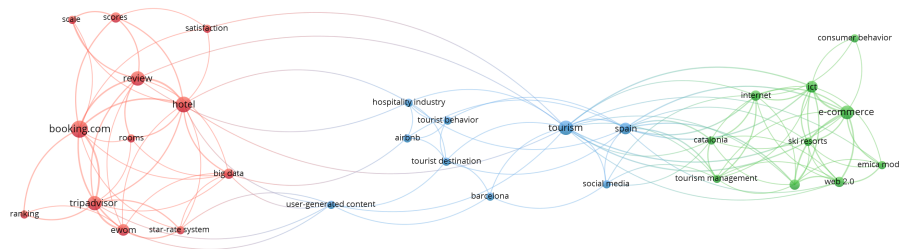
Figure 1. Repetition of keywords in the articles analysed.

Also, Figure 2, based on the repetition of words in titles and abstracts of studies published to date, shows their evolution. Lilac indicates early studies on e-commerce and electronic word-of-mouth (eWOM), green represents studies on reviews and hotel ratings, while yellow depicts recent studies on the halo effect or the analysis of monetary and non-monetary attributes of user ratings.
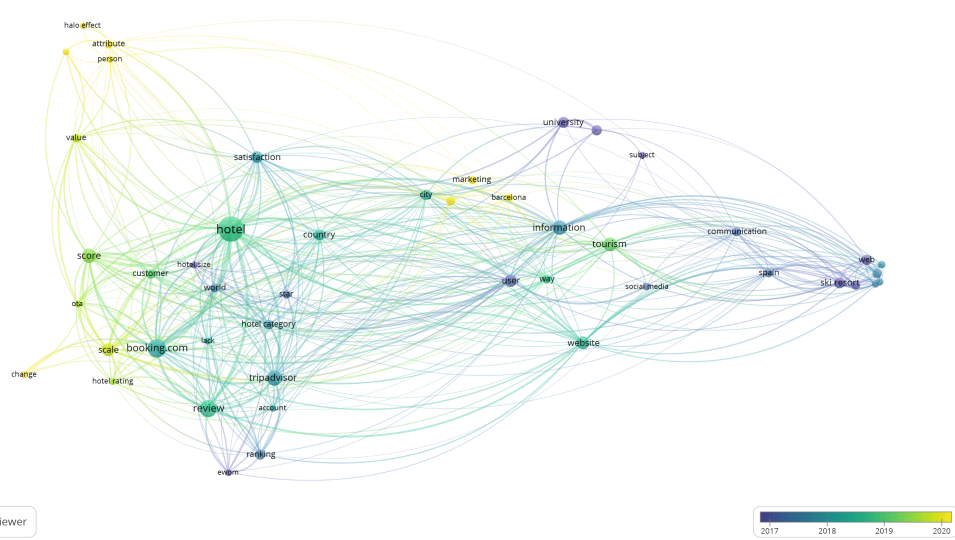
Figure 2. Overlay analysis of repetition of words in the title and abstract of the articles analysed.

Conclusions

Overall, my contribution to tourism research through the analysis of user-generated content can be summarized in 60 papers including journal articles, book chapters and presentations at conferences given with a dozen researchers from around the world. I have also participated in various research and transfer projects and in research seminars on techniques of massive data downloading and on machine learning, among others.

In addition to research, my most special contribution and the one I am perhaps most proud of, is the teaching I have done over the years on the bachelor's degrees in Business Administration and Management and in Tourism, and on the master's degrees in Marketing and in Electronic Tourism.

As future lines we are starting to work on tourism induced by audiovisual fiction (Martin-Fuentes, Nieto Ferrando, Marine-Roig, & Ferrer-Rosell, 2020) with the use of UGC for this new research line.

Written by Eva Martin-Fuentes, University of Lleida, Catalonia, Spain
Read Eva's letter to future generations of tourism researchers

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68. GENDER AND DIVERSITY IN TOURISM - Contributions by Shelagh Mooney

My research career began later than most. My first profession was as a hotel manager across different locations in Europe. It provided fertile ground for the research problems that animated my second, academic, career. I state this fact in the mode of a recovering addict, because for 25 years, I worked, travelled, slept (not so much of the sleeping compared to the others) and talked tourism and hospitality experiences. After moving steadily through the ranks, my final position was as Executive Assistant Manager at the Mayfair Intercontinental London. As a senior woman executive, I was a rarity in my work world. My executive peers were mainly men and I wondered how, and why, that was. My second career as an academic has been a passionate, frustrating, intellectually challenging quest to explore women and men's career patterns in hospitality and tourism. On reflection, my contribution to knowledge on gender in hospitality and tourism organisations can be viewed as a succession of theoretical and philosophic advances in why we should investigate gender and other diverse identities in multi-level studies in a meaningful and robust gender way. What distinguishes my research approach from many other gender studies in our field is that I take the feminist lens of centering the study on the participants' experiences, positioning myself reflexively in the research, with the study's ultimate aim to achieve social justice, in whatever small measure.

Career barriers for women managers in hospitality

My first research project investigated potential career barriers that might prevent women advancing to the top. It found that roadblocks for women were composed of visible and invisible aspects. A significant finding was that (youthful) age and gender (perceptions) intertwined to undermine women's ability to be positioned as flexible professionals, which reduced their perceptions of being -or considered to be talented employees and thus worthy of promotion. The study was empirically valuable as it consisted of a survey of *all* supervisory, trainee managers and senior women leaders across one specific geographical region, New Zealand, and Australia, one of five regional divisions in a leading international hotel chain. Due to enduring close industry connections, I had unparalleled access to the women employed by the different group brands. It was a revelation to me how hungry these women were motivated to share their career stories. In the survey open ended questions and in interviews, they enlarged upon painful experiences of being marginalised, side-lined, belittled and in some cases, having redundancy thrust upon them, when they had children or were considered 'too old'. Ultimately, I collected 320 valid surveys (more than 50% of the sample) and conducted 19 follow up interviews, being reluctantly forced by time constraint to refuse at least another 30 interview volunteers.

Workplace employment norms and processes

The internal conflict between my loyalty to the workplace norms I had been socialised into for so long, and the new understandings gained from using Joan Acker's (2006a, 2006b) theorising on gender(ed), class(ed) and race(d) organisational processes embedded in the employment practices of the hospitality and tourism sector is reflected in my methodological leap from the "women in management" (for example, Brownell, 1994) research approach, which focused on women as 'different to men' in a presumed meritocratic organisation at the beginning of the study, to my study's conclusion that hotel employment

practices are an inequality regime. The regime is characterised by the discriminatory hiring, promotional and transfer processes that penalise women and privilege men encapsulated by one male General Manager's comment that women hires provided 'less bang for their buck; they were a poor return on investment because they would inevitably go off and have children (Mooney, 2009), thus excluding the swathes of women, who did not fit this prototype, from the rewarding careers enjoyed by their male peers. The way that work was arranged and the lack of any aspirational women role managers in senior operational roles confirmed the view that management was for men, whose family life would not interfere with their work-not least because their wives assumed the subordinate societal and career role of 'junior partners' (Acker, 2006a).

Intersections of age, gender, ethnicity, and class

The next pivotal leap in my theoretical understanding was built on experimenting with different ways to track the intersections between age, gender, ethnicity, and class in organisations. Occupational class was tricky to theorise and Scully and Blake Beard's (2006) view of class as providing an window into organisational processes, with organisational hierarchies signifying visible expressions of reward and penalty provided a useful introduction. But how to track varying expressions of individual and combined identities, and their intersectional effects? I began by absorbing Kimberlé Crenshaw's (1991) landmark conceptualisation of intersectionality and her later reflections on how intersectionality could be used (Crenshaw, 2017). Yuval-Davis's (2006) theorising on the challenges of researching intersections at the individual level was helpful, then I then drew from Evelina Holvino' s (2010) view of intersections as a matrix of simultaneous intersections of diverse identities. It was a serendipitous indeed to meet Evangelina and discuss her concepts at an intersectional track at a Gender, Work and Organisation Conference. Cho and Ferree's (2010) advice to focus on process levels rather than individual levels, allied with Winker and Degele's (2011) example of a multi-level model for exploring intersecting differences enabled me to devise my own way of analysing the two central important data collected through memory-work and interviews, what factors enable people to enjoy long hospitality careers and how age, gender, ethnicity and class influences motivations to stay.

The study found four dimensions underpinning career longevity: 1. The recognition of employees' identity as a skilled professional, 2. The strength of warm social bonds, 3. The opportunities for change and further growth across different roles and 4. The variety and challenge involved in their job routines, regardless of their position. The study also yielded rich perspectives on how gendered intersections influenced the specific entry positions, such as housekeeping, which were readily available to women, however, did not have a career path to the most senior leadership ranks (Mooney et al., 2017). Additionally, the privileges and penalties attached to individuals with a variety of intersecting identity markers, for example, older male managers, influenced their individual career decisions and outcomes. The conclusion, however, showed that while participants -men and women -showed agency on work and personal life decisions, gender (for women) combined with youth, and the perception they would have children, was a considerable career limiter. Further, the experience of being passed over for promotion in favour of younger men eroding women's sense of professional ability and career confidence (Ryan & Mooney, 2020).

Nimble intersectionality

The experience of carrying out and justifying a two-phase intersectional study centred on organisational processes felt like freefalling intellectual and methodological risk taking. There was many varying perspectives on how a study should be operationalised depending on the critical race and feminist perspective. Intersectional researchers, for example, Bilge (2013), in a series of polemic articles demonstrated the depths of dissent and debate on the many thorny theoretical positions associated with a specific

approach. However, practical interpretations were few. Therefore, following the conclusion of my study, I was compelled to write a guide to enable the uninitiated to circumvent the unforeseen dilemmas that could potentially derail an intersectional study, if not considered carefully in advance. The 'nimble intersectionality' approach (Mooney, 2016) that I developed consisted of a series of detailed steps responding to four pivotal questions on how to 'overlay' other theoretical framings such as career theory on the intersectional research design, and within the specific tourism context (Mooney, 2018). Intersectionality theory continues to evolve (Crenshaw, 2017; Dillard & Osama, 2021, 2021; Ferree, 2018; Rodriguez et al., 2016), however, too few tourism studies take an intersectional lens. Sadly, Cole's (2017) intersectional study on the group of poorest women and girls living in areas of tourism development who now have difficulty accessing fresh water is a rarity.

Memory-work and autoethnography

Clarifying the different ways to resolve research dilemmas remains a highlight for me when I adopt new and evolving feminist methodologies. For instance, my article on power imbalances and contradictions when incorporating memory-work in an intersectional study (Mooney, 2017) received helpful insights from Jennie Small (Small et al., 2007). Likewise, Irene Ryan and I compared the different approaches we used in our two different autoethnographical intersectional studies (Ryan & Mooney, 2018). While the contributions of my methodology articles may appear to be highly abstract, in practice, they stem from a problem-solving mindset, homed by my previous management career. My mission is to guide future gender and diversity researchers by demystifying and deconstructing complex, and sometimes opposing, theories into discrete guidelines. One raison d'etre for publishing and writing is to indicate the exciting possibilities for researchers who engage with evolving diversity paradigms and tread a path less reassuringly familiar.

The exploration of gendered intersections remains my guiding lodestar and I agree with gender scholars who believe that gender intersecting with other dimensions of difference must remain the central core of gender studies, otherwise, gender runs the risk of being lost among other aspects of demographic identity. In this vein, I submitted a polemic conference contribution to the 2018 CHME conference which took issue with a conference track entitled "female leadership in hospitality management". Here, I rhetorically posed, then responded to the question of whether any conference would field a track on 'men's leadership 'and if not, why not? Two years later, the full paper on how gender is researched in hospitality and tourism (Mooney, 2020) discussed how overdue and imperative it was to adopt contemporary paradigms and methodologies. The field and many journals remain ruled by stereotypical dogmas. I agree with Donna Chambers (see for example, Chambers, 2018) that we must change the promotion and reproduction of positivist quantitative studies in tourism studies, especially in employment, management, career, and leadership research, to contest the prevailing practice that gender be noted as a demographic attribute, suggesting it is of no real consequence. My article provides evidence on why change is required and what alternative exciting approaches should be considered.

Times change and researchers change with time. In international writing collaborations now, I seek to embed gender in such a way that gender and ethnicity-based privileges and penalties under consideration are brought into the light and supported by empirical evidence. The less overt inclusion of gender perspectives could be viewed as a Trojan horse approach; however, more hopefully, my aim is to lead a new generation of researchers to research how gender effects intersecting with other categories of identity can influence the outcomes for different groups. Frequently the effects are profound, for example, women in hospitality and tourism were significantly more disadvantaged than men when Covid struck (Baum et al., 2020). More recently, when conceptualising how to develop a sustainable tourism workforce, it is clear that gender and ethnicity make a significant difference to individuals in tourism enterprises (LaPan et al., 2021), which decision makers at macro and meso levels need to recognise in their tourism development strategies (LaPan et al., 2021; Mooney et al., 2022).

In conclusion, gender and diversity matters now more than ever, because of the impression that equal

opportunity legislation has wiped the slate clean of gender inequality in most countries. It is, of course, a fallacy. We rely on the next generation of gender researchers to move beyond recording disadvantage, to design new studies that can provide realistic strategies and solutions (Nkomo & Rodriguez, 2019) and combat the inequities that inevitably arise when equity initiatives are not included as an integral part of tourism development plans, or when retrofitting organisational processes across the sector.

Thank you so much for giving me the opportunity to share my research with you, it is a privilege to serve the academy's gender and diversity researchers.

Written by Shelagh Mooney, Auckland University of Technology, New Zealand

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69. ON THE TRAIL OF PARTICIPANT OBSERVATION IN TOURISM RESEARCH - Contributions by Noémi Marujo

I was born and raised on an island that lives on tourism: the island of Madeira. The growth and development of tourism in the region has always been associated with the climate and the beauty of the cultural and natural landscape (Marujo, 2013).

One of the greatest cultural attractions of the island of Madeira lies amid the exuberant landscape: the *levadas* (irrigation channels that run across the island for more than 2150 km and which constitute one of the richest features of the historical identity of the region). The *levadas* are considered a living monument of Madeiran culture (Fernandes, 2012); they are one of the attributes for promoting the destination and therefore attract many tourists (Marujo, 2013).

My first contact with tourists, especially English ones, arose from the *levadas* that pass behind my parents' house. I was 11 years old. I was learning English at school and already knew a few words. When my mother saw tourists dressed in white shorts, sandals and socks, wearing a backpack and with cameras around their necks, she immediately realized that these must be tourists walking through the Madeiran countryside along the *levadas,* and she would call me to come and talk to them: "Here come some English tourists. Come and see. Talk to them – you know their language".

In the rural world of Madeira, in the 1960s, 70s and 80s, any tourist was always labelled as English by the community, particularly because of the way they dressed. But they were not always English. When I went to talk to them, I was often greeted with a 'Guten Tag' or a 'Bonsoir'. In these cases, the communication barriers between us (hosts) and others (tourists) were, to a certain extent, overcome by means of sign language. When it came to English tourists, social interaction was easier. My mother was very curious to know tourists' opinions about our island, if they were going to return and pass the word on to others. The art of welcoming (host hospitality) was also part of the dialogue, as she always wanted to offer them a glass of wine produced in the village. Thus hospitality turns strangers into acquaintances, and enemies into friends (Selwyn, 2000). The meetings were brief. But in some cases, the camera came off the tourist's neck for a souvenir photo that later arrived at our house by mail.

Watching tourists and interacting with them has always fascinated me. But when I was younger, it never occurred to me that tourism could be studied on an academic level. My degree was in media studies. It was only when doing my master's in sociology that I started doing research into tourism, but from the angle of the field of information and promotional technology. When I started teaching on the degree course in tourism at the University of Évora in 2004, I came to the conclusion that I needed to do a PhD in tourism. When talking to my parents, I mentioned that I had to do some research on tourism. The answer quickly came back and I was given an idea for my studies: "Study the traditional festivals to see and talk to tourists". I replied that I could also observe and talk to tourists in other situations than at festivals. But they insisted on these traditional festivals, claiming that they represent the region's cultural identity. Indeed, Madeira's traditional festivals preserve characteristics of sociocultural identity and are also a means for establishing human relationships. Festivals can serve the purpose of promoting cultural or social encounters between tourists and residents (Marujo, 2015).

It was decided that the object of study of my academic research would be festivals with cultural traditions, in which I used participant observation as a means of data collection, in addition to interviews and questionnaires. But participant observation was the technique that most attracted me. I had been used to observing tourists since I was 11 years old, and I was also aware that in order to achieve some of my

research objectives (meetings between tourists and hosts; appreciation of cultural traditions), the technique of participant observation was the most appropriate and, therefore, it would not merely be a supplement to the other research techniques I used. For me it was the prime technique.

Participant observation in the field of tourism is not easy. Looking at and listening to the behaviour of residents and tourists in a given period, without controlling or manipulating them, requires a great deal of skill on the part of the researcher. Humility and respect for others are also needed, especially when the researcher intends to do a 'deep dive' into the culture under study. It also depends on one's level of rigour, commitment and involvement with the subjects under study (Pereiro, 2010). On the other hand, for participant observation to take place, researchers need to maintain a relationship with their informants which is based on trust.

In one of my research processes, I joined the Camacha Cultural and Recreational Association, which coordinates the so-called 'Ethnographic Village' for the New Year's Party. The process of integration was not easy from the outset. There were rules to comply with, for example, in terms of clothing. I was assigned a 17th-century costume worn by women in rural areas of Madeira. On the first day I arrived, the coordinator of the association immediately ordered me to remove my lipstick because rural women of that century did not wear make-up. Engagement with members of the association, particularly the older ones, was somewhat slow. Despite the coordinator having explained why I was joining the association, the members regarded me as a outsider. The expressions 'I am here for an investigation' (research is termed 'investigation in Portuguese) or 'I am going to investigate for a thesis' were deemed offensive. In a somewhat aggressive tone, some women would immediately reply: "Are you with the police? There is nothing here to investigate"; "What do you want to investigate? We are all above board and work perfectly well". As I explained the purpose of joining the association and replacing the word 'investigation' or 'investigate' with 'work', the relationship of trust grew. But they were the guardians of cultural traditions and, therefore, I had to prove my knowledge about these traditions. In one more affable exchange, one of the ladies approached me and said: "Do you know how to knead the dough to make *bolo do caco* (a type of traditional Madeiran bread) or did you just come to pose for a photo?" I replied that I knew how to do those things because I also came from a rural area in Madeira (Figure 1). After the exams, my integration process was successfully completed. I started to take part in all the daily tasks, where the process of accessing information became much easier.

Figure 1. Researcher and members of the association. Source: Xavier Marujo (2008).

In my study, I reached the conclusion that, even more so than other techniques, the technique of participant observation is fundamental in describing and analysing the interaction between tourists and hosts, the different ways in which tourists behave regarding the cultural attractions of a festival, the reactions of the hosts to the presence of tourists and the way in which they preserve and promote cultural identity by means of the festival. Like Malinowski (1992), I believe that the most effective approach to investigating cultures is participant observation.

It is necessary to set aside the tendency that some researchers have to analyse only the negative impacts on the nature of contact between tourists and hosts. It is true that the encounter may even be brief in some cases, but, contrary to what Krippendorf (2006) claims, it is neither misleading nor artificial. The hosts, in the case of festivals, do not feel 'used' or 'exploited' by tourists. They feel 'pride' in taking pictures with tourists. They declare that their 'smile' for the photo is not 'fake' but 'real'. They state that they are not at the festival to 'please' the tourists and when they interact with them, they do not do so out of any sense of 'obligation'. The tourists also interact with the hosts to 'learn something new about the culture they are visiting'. As was confirmed in my research, and as stated by Resinger & Turner (2004), these meetings can develop positive attitudes, create bonds of friendship and foster future contacts.

In tourism studies, participant observation has been mainly used by anthropologists who study the behaviour of tourists or the local community's reactions to the tourist phenomenon (Cole, 2005). But this technique has also been used, for example, to measure tourist satisfaction (Seaton & Bennett, 1996; Bowie & Chang, 2005; Ince & Bowen, 2011) or experience (Carlsen, 2006). In the case of tourism events, participant observation helps generate theories and ideas for new research and also to validate existing results (Altinay & Paraskevas, 2008). It is an essential tool for describing and analysing the relationships between tourists

and residents or between tourists of different nationalities (Marujo, 2015). I should also emphasize that some books on tourism research include participant observation as an important method for data collection (e.g. Jennings 2010; Richards & Munsters, 2010; Ribeiro & Foemmel, 2012; Veal, 2017; Radel, 2018).

The research led to the conclusion that traditional festivals are a way for the Madeiran population to preserve their history and collective memory of the past. They are a way to show globalized society the Madeiran way of living. They allow new forms of sociability and new relationships with the world. The traditional festivals of the island of Madeira have guardians who are the representatives of cultural transmission. They are always organized by the residents and serve the function of a 'kind of amphitheatre' in which the habits and customs of the island are produced and reproduced (Marujo, 2012). Via the festivals, historical, cultural and social heritage is revived by the older community. Through them, the young seek to continue the cultural identity of the island. Children have the opportunity to have a more vivid contact with regional ethnography, and festivals thus play a pedagogical role for the younger generation. On the other hand, they are an opportunity for tourists to experience a different culture from their own, where they can have experiences of a different kind and also have social and cultural interaction with their hosts (Marujo, 2012). The meetings that take place between tourists and hosts at festivals are currently one of the richest phenomena of intercultural communication (Marujo, 2012, p. 476).

Written by Noémi Marujo, Universidade de Évora, Portugal

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70. CROSS-CULTURAL TOURISM STUDIES: REFLECTIONS ON MISTAKES MADE IN QUALITATIVE RESEARCH - Contributions by Meghan L. Muldoon

At the very tail end of my dissertation data collection period in the townships around Cape Town, South Africa, I had the opportunity, thanks to having been generously awarded a Thomas and Ruth Rivers Scholarhip, to attend the World Leisure Organization Conference in Durban. Having undertaken a PhotoVoice methodology in an effort to learn about township residents' perceptions of the tourism taking place in their communities, I was eager for this first opportunity to share the photographs I had collected and get some feedback on my early analysis. At the conference, I presented my findings about how tourism provided township residents with an opportunity to share their stories, that it was helping to 'heal the wounds of the past,' in the words of one research participant, and how it created joyful moments to celebrate in one another's humanity. At the end of my presentation, peppered with photographs of Black hosts and white tourists dancing and laughing together, two young Black South African students stood up at the back of the room and in no uncertain terms told me that the findings that I had shared in no way represented their feelings towards the presence of the white tourists in the townships, and that this tourism was not welcome in their community.

In that moment I became crushingly aware of my error. Throughout my five months in South Africa I had worked with virtually no younger people as research partners. Known as the 'born-frees,' the children born around the 1994 dissolution of the apartheid system and the election of Nelson Mandela are literally and discursively distinct from the generations of South Africans that had preceded them (Nyamnjoh, 2016). At the time of my dissertation study in 2016, thousands of younger South Africans had organized massive protests on university campuses across the country to protest unequal access to education and a national government that had failed to provide them with the equality that they had been promised since birth. Issues of poverty, injustice, land ownership, and education, all embedded within the insidious cloak of racism, persist in every strata of South African society, and the born-frees are done with it (Nyamnjoh, 2016).

As a white settler Canadian, despite having learned as much as I could prior to my arrival in South Africa, I had no framework for understanding how a society could be so deeply cleaved between one generation and the next. With less than a week to go in South Africa, I had no time to attempt to correct my error and do more to include the perspectives of the younger generation. I simply had to acknowledge this failure in my research and move on.

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It may seem disingenuous to begin my chapter on women's contributions to tourism research with a mistake that was made in my research, but I promise that I do not do so out of any false humility. Rather, this experience provided me with a very stark (and very painful) lesson that my role as a tourist/researcher is to be receptive and welcoming of ideas that make me uncomfortable, that challenge my own world view, that go against what I have determined to be 'true.' Obvious, you say, but it actually one of the most difficult and one of the most important tasks before us as tourism researchers. There is a tendency to become so embedded in and wedded to our own ideas that we become incapable of hearing what is being told to us by our partners in research. This, I believe, is especially true in cross-cultural research. My desire to study the practice of slum tourism was borne out of my feeling that this was nothing more than exploitive voyeurism on the part of the tourists. It took me a long time to begin to hear that tourism in the township could be valued for its positive impacts, such as the role it is perceived (by some) as playing in bringing white and

Black people closer together in South Africa (Muldoon & Mair, 2021). And upon my realization that township tourism *could* be perceived by residents in a positive light, I had to contend with the dual complications of my own embodied complicity in residents' positive portrayals of tourism as well as the more negative sentiments of younger people who had not wished to speak with me over the course of my data collection.

To that end, reflexivity and transparency are essential tools of the tourist/researcher in cross-cultural contexts. To *that* end I have blogged, I have spoken, and I have written about my questions, my uncertainties, and my mistakes in order to articulate these misgivings and put them out to the world, and hope that they may one day be returned to me in the form of insight or opportunity.

The fear of getting it wrong can be debilitating, but leaning into getting it wrong, treating uncertainty as opportunity, can become a powerful catalyst for change. That does not mean that you're getting it right. In fact, there is an expression in South Africa – 'If you're white you'll never get it right.' It is an expression and a sentiment that I largely agree with. But that cannot prevent me from trying, and from openly reflecting on what I have learned through not getting it right.

Reflecting on one's own situated position in the world can also lead to a better understanding of how our research partners share their experiences with us, how our being in the world in many ways makes the world around us. As an example from my own work, when I had translated and transcribed the audio recording from an interview with a group of women who host tourists at their women's center, I found that one of the women had said, 'Let us do all that we can to help this mother's daughter.' To my mind, they perceived me as a young woman in need of their help and they strove to do what they could in their responses to make me 'happy,' possibly leading to their not wishing to say anything that might portray tourism in a negative light. For my part, in my dissertation defense it was brought to my attention that despite having undertaken a feminist postcolonial approach to my research, my thesis cited male research participants over 80% of the time. Shattering. Unconsciously, I had sought to highlight voices that were critical of tourism to the townships, which in this instance belonged to the men not working in the tourism industry, rather than those of the women who relied on the economic support of the tourists who looked exactly like me. My dissertation stands, and I am proud of it, but it is not without its flaws.

I reflect on these errors here, not as a form of self flagellation, but because I feel very strongly that we need to speak more openly about mistakes and misunderstandings in qualitative tourism research. My sense is that pioneering qualitative researchers spent so much energy on defending their work from those postpositivist researchers who declared their work 'female' (an insult!) and unscholarly – as though those two things are synonymous – that there is a fear that discussing uncertainty will delegitimize our work all over again. I feel that the opposite is true – it is in acknowledging the uncertainty – the humanness – of our research that provides us with the greatest opportunities for growth and understanding. After all, at the core of most international tourism encounters there is a cultural dissonance – a moment of misunderstanding, of misinterpretation, of assumption about the Other. Human encounters are not mechanistic, and qualitative research is central to better understanding the worldmaking power of tourism (Hollinshead, 2007).

My work is heavily influenced by the work of two (among many) incredible female tourism scholars: Hazel Tucker and Heather Mair. Hazel's 2009 work, *Tourism and Shame*, explored the productive potentialities of examining one's feelings of shame in tourism encounters. Shame is often coded as a negative emotion, particularly when one is face-to-face with the Other, often in tourism sites where inequality is present, however in examining the shame that she experienced as a tourist/researcher, Hazel was able to interrogate her feelings underpinning that shame, and therefore begin to disrupt and dismantle them.

Heather's 2009 work, *Leisure on the Backs of Others*, implores us to recognize and confront the everyday injustices that are embedded within all of our daily lives. If we are to work toward social and environmental justice, it is imperative that we look to the mundane objects that surround us in our work and leisure lives and question how they came to be there. Who made them? How were they transported here? How many lives were shaped in positive and negative ways through the process of getting these objects to me?

It is with these reflections in mind, so beautifully articulated by Hazel and Heather, that I aspire to do my work with honesty and integrity. It still feels like a privilege to get to do this work and be surrounded by a gifted community of scholars committed to making tourism better for everyone. It is an overwhelming task, but one that will always be worth working towards. As Heather said at the time I completed my dissertation, 'Welcome to the job that never ends!'

Written by Meghan Muldoon, University of Groningen, The Netherlands

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71. UNDERSTANDING MUSLIM TOURISTS: WHAT, WHY AND HOW DO THEY TRAVEL? - Contributions by Hera Oktadiana

When I studied my PhD at the School of Hotel and Tourism Management of the Hong Kong Polytechnic University, my research focus was on hospitality and tourism education. I had several publications regarding that topic. I am still enthusiastic about hospitality and tourism education studies. Yet, my research interest has cultivated into tourist behaviour, particularly that of Muslim tourists. In this chapter, I would like to discuss Muslim tourists.

Many evidence and studies suggest that Muslim tourists have become an important global market (Burton, 2021; Papastathopoulos, Kaminakis, & Mertzanis, 2020). Despite the impact of the COVID-19 pandemic on the tourism sector, the Muslim travel market is expected to regain in 2023 up to 80% of the 2019 levels (Mastercard-CrescentRating, 2021). The increased number of Muslim tourists have interested many destinations – whether Islamic or non-Islamic destinations (Burton, 2021).

My first article on Muslim tourists was published in 2016 in Tourism Management Perspectives, titled *"Muslim travellers' needs: What don't we know?"*. Philip Pearce (my late husband) and Professor Kaye Chon (my PhD supervisor) co-authored the paper. The study was based on my own experiences as a Muslim travelling and living in various countries. I would like to give insights on the needs of Muslim tourists when taking a trip or holiday beyond the core needs and core services (i.e. Halal food, Halal compliant accommodation, prayer facilities). Such facets are critical for Muslim tourists. Nevertheless, there are other important factors that need to be considered. The Global Muslim Travel Index model indicated four key criteria – services, environment, communications, and access – to enable destinations to attract Muslim travellers (Mastercard-CrescentRating, 2021). In this paper, we catalogued Muslim tourists' needs using the Coordinated Management of Meaning (CMM) theory against CMM's five elements. They include culture, verbal and non-verbal behaviour, episodes, life scripting, and relationship.

The study by Oktadiana, Pearce, and Chon (2016) revealed that episodes (e.g. Halal food, no-alcohol consumption, Halal hotels or Muslim friendly accommodation, Halal tours, Muslim friendly airports, prayer facilities) were commonly discussed in various medias including academic papers and tourism websites. Issues of culture, verbal and non-verbal behaviour, relationships, and life-scripting were relatively overlooked in both the academic and the wider tourism literature. Understanding the lifestyle, customs, and traditions of the Muslims at a Muslim destination can be valuable for the visitors from non-Muslim countries as well as those from Muslim countries, so they can be more culturally mindful. It is to note that Muslims' social culture is diverse. For example, Muslims from the Southeast Asia region can have different habits and customs to those from Middle East.

The next study on Muslim tourists, *"Travel career patterns: The motivation of Indonesian and Malaysian Muslim tourists"*, was issued in Tourism, Culture & Communication in 2017, followed by a book chapter in an edited book on Asian cultures and contemporary tourism: Perspectives on Asian Tourism in 2018. This chapter is entitled *"Motivated Muslims: Exploring travel career patterns among Indonesian tourists"*. In the former, I did my work together with Philip and my two friends; Arif Pusiran of University Sabah Malaysia and Manisha Agarwal of James Cook University Singapore. The idea behind the study was to seek the leisure travel motivational patterns of Muslim tourists in two Southeast Asia Muslim countries – Indonesia and Malaysia – and then to compare them with the Western tourists. Pearce's (2005) Travel Career Pattern theory was applied to examine the Muslim tourists' travel motivations.

Oktadiana, Pearce, Pusiran, and Agarwal (2017) discovered that nature and novelty were viewed essential for both Western tourists and the Muslim tourists to a different degree. The Western tourists considered novelty as the most important motivation to travel, followed by escape/relax and nature. Whereas, strengthening relationships was perceived as the top motivational factor in travelling for the Muslim tourists. The next critical facet was the nature factor which incorporated with cultural and social forces. The other top factor for the Muslim tourists was novelty.

In 2020, I published three studies about Muslim tourists: 1) female millennial Muslims, 2) Muslims' queries when travelling, and 3) special dietary requirements. The article titled *"Let's travel: Voices from the millennial female Muslim travellers"* was awarded the Wiley's top cited article 2020-2021 in the International Journal of Tourism Research. In this study, Oktadiana, Pearce, and Li (2020) assessed the content of the millennial female Muslim tourists' travel blogs using Critical Media Discourse Analysis (CMDA). The study was aimed to "understand how travel is presented in the media by an influential set of younger female Muslims, to review the ways Muslim travel stories have evolved, and to explore the influence and purpose of the women's travel stories and their values in the broader social context" (Oktadiana et al, 2020, p. 1).

The textual analysis of CMDA showed the rise in the millennial female Muslims travelling. These female Muslims acted as actors and producers who shared their travelling experiences as Muslims through their travel blogs. Their stories began to emerge in 2013. They provided vital information about the needs of Muslims and what the Muslims need to know when travelling. The CMDA's contextual analysis indicated the evolutionary changes in the stories, starting with common travel information, to more specific needs and experiences such as travelling during the month of fasting or Ramadan. Moreover, within the social context, these female Muslims served as ambassadors of Islam and influencers to change people's perspectives toward Islam and Muslim stereotyping. They also played significant roles in influencing businesses concerning Halal products and services. Their stories correspond well with Rodrigo and Turnbull's (2019) study on the Muslim tourists' perceived value (social value, functional value, emotional value, conditional value, epistemic value, and Islamic value). Such value underpins the information seeking process of Muslim tourists prior to taking a trip.

Just like other tourists, Muslim travellers generally seek information regarding accommodation, food and beverage, transportation, destination safety and attractions, and itineraries and excursions. However, they also look for specific information such as Halal food, Halal restaurants, Muslim friendly hotels, travel distance to mosques and Halal restaurants, safety for Muslim women wearing hijab, solo travel, safety from discrimination and assaults, places for prayers, Muslim friendly destinations, Muslim friendly tours, and tours for solo travellers (Oktadiana, 2020).

The need for Halal food for Muslim tourists has been widely recognised. One morning, my late husband Philip (who converted to Islam) and I had a talk about religious dietary needs while having breakfast at the front yard of our house. When we travelled overseas, we often needed to ensure that the foods were Halal when eating out in restaurants. We had to ask the restaurant staff or look for the Halal certification. It was easy when we travelled to Muslim countries or Muslim-friendly destinations. Based on our conversation, we decided to write an article regarding restaurants' menus that inform religious beliefs, lifestyles, and allergies. The article is titled "*Special dietary requirements: Restaurant sector responses across six tourist cities*". We examined 60 restaurants in Bali, Singapore, Sydney, Paris, Dubai and Doha to represent Asia, Western, and Middle East regions. Analysis of the findings considered Shove, Pantzar, and Watson's (2012) social practice theory as exemplified in materiality (menu as tangible manifestation of food information and restaurant policy), perceived competence, and meaning (image/identity). The study revealed the necessity of tourism and hospitality businesses to understand the variety of the dietary restrictions phenomenon (i.e. lifestyle choice, religious belief, and allergy). Thus, these special needs can be met to satisfy tourists visiting a destination, which then led to the enhancement of a destination image (Oktadiana, Pearce, Mohammadi, 2020). I received an award from the Indonesia's Ministry of Research and Technology in 2020 for this paper as a high-quality research paper. I wish Philip could celebrate the achievement together with me. But I know that he would be very happy from way up there.

To conclude, there are still many factors beyond the basic core needs and services that need more attention to better understand Muslim tourists and their special faith-based needs. The fast growth of this emerging market requires the development of Muslim-friendly service touchpoints in the destinations that are interested in capturing this group of tourists. Figure 1 shows the "what, why and how about the Muslim tourists in travel" based on the studies presented in this chapter.

Muslims tourists and travelling

Why do they travel?
Strengthening relationships, nature (incorporated with cultural and social forces) and novelty seeking

What do you know?
Core needs and core services (i.e. Halal food, Halal compliant accommodation, prayer facilities

How do the millennials perceive travel?
To change people's perspectives toward Islam and Muslims stereotyping, serve as the ambassador of Islam

What else do you need to know?
Lifestyle, customs, and traditions of the Muslims, Islamic values that embed in their daily life including travelling, diversity of Muslims'

What kind of information do they seek prior to travelling?
Specific information such as Halal food, Halal restaurant, Muslim friendly hotel, travel distances to the mosques and Halal restaurants area, safety for Muslim women wearing hijab, solo travel, safety from discrimination and assaults, places for prayers, Muslim friendly destinations, Muslim friendly tours, and tours for the solo travellers
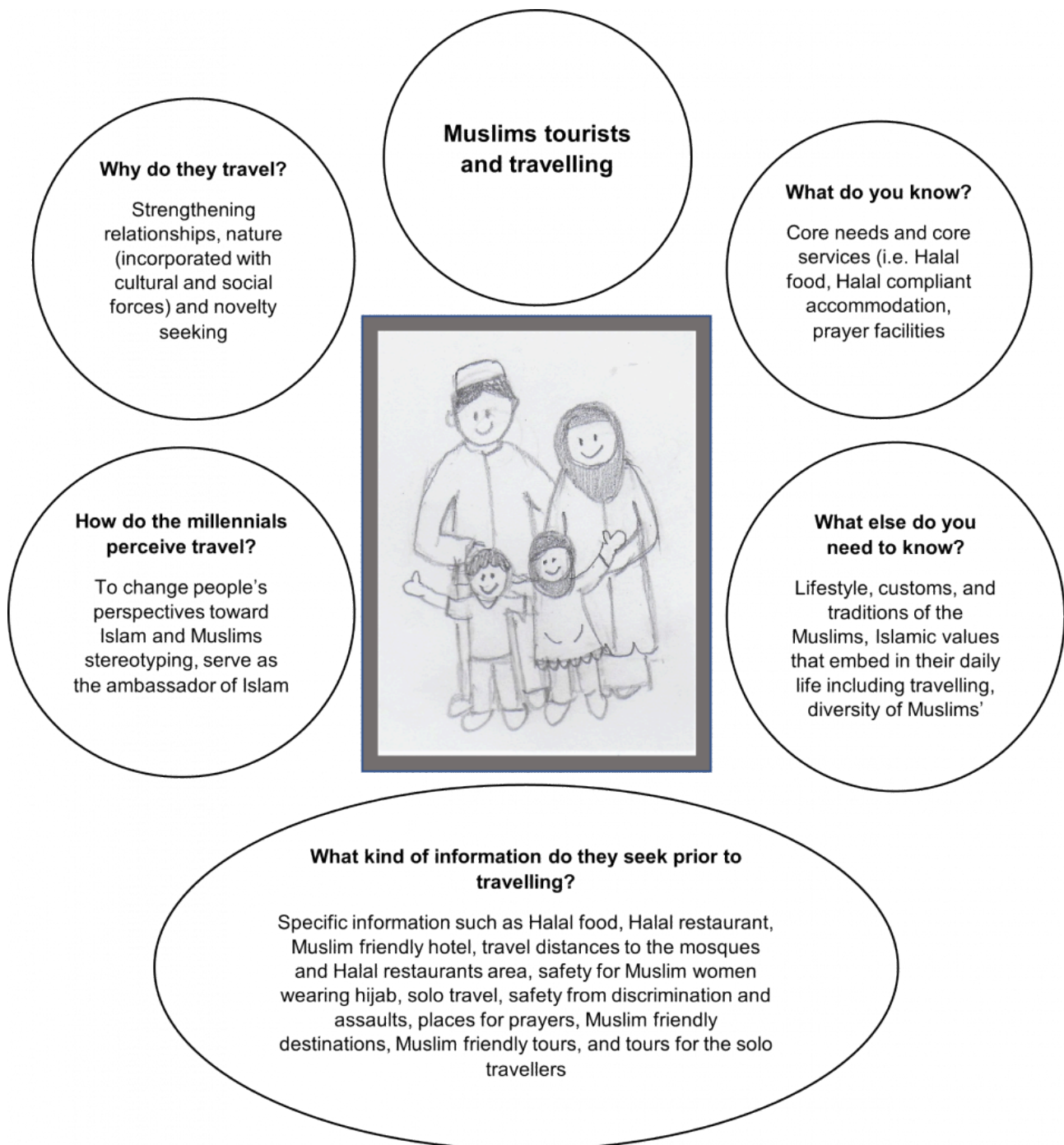
Figure 1. What, why and how about the Muslim tourists (image by author)

Written by Hera Oktadiana, James Cook University, Australia & Trisakti School of Tourism, Indonesia
Read Hera's letter to future generations of tourism researchers

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72. CULTURE IS STILL TOURISM'S BEST FRIEND - Contributions by Claude Origet du Cluzeau

There are two kinds of cultural tourists: those who travel with a cultural motivation, for both self-learning and enjoyment, and those who travel for other purposes but include, during their journey, a cultural sequence that they will be happy to talk about on their way back: we all know those tourists who spent a week on a beach but sent us a postcard of the local castle. Thus, culture always plays an overwhelming role in the field of tourism. However, destinations are not always aware of this; they more or less fear it as cultural heritage and events weigh heavily on public finances, at least in Europe. Having worked on over 200 cases of tourism development, we have had to prove to destination managers the indirect but substantial benefit of cultural initiatives and shape the cultural tourism supply of the place, which always proved beneficial raising through the extension of the tourism season and raising of turnover in local tourism enterprises.

There was a time, in the early days of tourism, when talking about cultural tourism was just a pleonasm: Until the 1950s, travelling mostly meant exploring another place – heritage, arts, local populations, sceneries, customs, traditions and being confronted with some other culture, close or distant, sometimes exotic. Little by little, the purpose of travelling meant snow, beach, health, cruise, bus journeys and stays, a kind of tourism where the activity provided by the destination was far more important than its name and specific features: regarding what some holiday-makers were expecting, some destinations were more or less interchangeable, as long as they could provide the desired activity (including *farniente* – Italian for idleness). The mass tourism market has developed into a huge diversification of expectations and motives for travel. Many brands took advantage of this situation: Club Med was -and is still- 'the destination' on its own; Club Med is the traveller's choice as its holiday villages, and their cost, holiday villages, and their cost are far more important than their actual location. It is the same with some well-known tour operators like Kuoni, with bus trip organizers enjoying loyal clients, same with thermal chains for which the pathology of the cure prevailed in the choice, and the same with rental companies in the Alps that can send their clients to one or another mountain resort, according to what they have on stock. This is how, throughout the 50s-80s, many destinations emerged on the tourism market and were turned into commonplaces. Many vacationers would visit some tourist places, hardly knowing their local name and nothing about their identity.

Of course, for some quite unknown destinations, it became an advantage to be, in the view of the public at large, at least located 'in the Alps' or 'on the Mediterranean coast' and, as such, many gained recognition, and some became famous within the tourism market. The challenge for the poorly known destinations launched on the tourism market only through a brand that was not theirs was to gain recognition through their real name. With the surge of so many new places on the tourism market, harsh and unavoidable competition occurred among destinations because, after the 1980s, the supply became slightly larger than the solvent demand. Since the 1980s, every year has witnessed an ever-growing number of destinations worldwide and harsh competition or rivalry, often triggered by prices. For instance, as soon as some low-cost air transportation proposed it, many British chose the Bulgarian Balkans for their snow vacations instead of the Alps. In the 1990s, the challenge for the well-known 'Yugoslavian coast and islands' was to become Croatian destinations, with resorts like Omis or Baska under the leading cultural image of Dubrovnik.

Gaining identity and recognition in the tourism market

Unidentified or hardly identified (where on the map ?) makes it difficult to communicate and advertise.

For their communication, these hardly identified places need a unique story to tell, and the best one relies on the local culture: history of the place, tangible and intangible heritage, local attractions, and ongoing events. As an adviser for many places – as small as a village or as big as a whole country – I can confirm that there is no other way of being identified positively and in the long run in the tourism market. This is the starting point of a process that may be pretty easy when the cultural assets of the destination are obvious and easy to show and explain to a visitor, but it may also be very tricky. Some reveal and display their story to foreigners, which makes it difficult for the local authorities to convince them of the advantages of the process, both in terms of economics and reputation. Some locals resent revealing and displaying their stories to foreigners, making it difficult for the local authorities to convince them of the advantages of the process, both in terms of economics and reputation. Still, it often ends up with a feeling of self-esteem and pride for those locals. In some places, the local culture is difficult to display: for instance, when a harbour city had actively participated, in the past, in the slavery trade; or when the local culture is so very 'local' and secluded: for instance, in a village in French Brittany, the main cultural feature consists of traditional tales to be told only in the regional language, which of course no visitor can understand. In some other places, the local culture is so poor that new cultural features have to be 'imported'; this was, for instance, the case of Marciac (a rural area in South West of France), where a Jazz Festival – quite American – took place over 40 years ago and enjoys now world recognition: the jazz culture is now so deeply rooted in Marciac that all the young people there play jazz throughout the year and many jazz classes take place. This 'cultural import' happened in many mountain resorts primarily dedicated to snow and trekking activities.

Good fortune and difficulties of the process

Identifying a local culture with features that are understandable and open to visitors can take time. There is no unique and strict process, but only guidelines: question the local story and how it belongs to the wider history (of the region, the country), and make a careful inventory of what remains visible, and especially what is unique. After these preliminary steps, the components must be combined to create a unique story for an outside audience; images, descriptions, and comments must follow up.

This approach never fails: it proved, throughout the years, to be both strong and unlimited because there are always some other cultural assets to exploit. 'Tangible and intangible culture determines the identity and the continuity of a community' says Münsters (2023, p.23). When started, the quest for cultural identity, whatever aspect it may tackle, creates an emulation among locals, happy to find out the place's past and grant it a contemporary meaning. This may develop through academic associations, escape games, or school exercises.

In some places, the process is pretty tricky. Let's take the example of Maurice Island in the Indian Ocean. Maurice has been a fine tropical destination for over 50 years (with an exceptional quality of hospitality) where tourism represents 13% of GDP, but, little by little, in the eyes of European tourists, Maurice has endured competitors such as Seychelles and Maldives. So, Maurice tried to gain recognition through some strong cultural features. But the story of Maurice made it difficult to point out any of those as the country had been occupied by three different occupying countries (Netherlands, France, and Great Britain), which didn't leave any major piece of heritage; furthermore, local communities in Maurice have different religions and customs, which ends up in modest community buildings. Therefore, besides its beautiful sceneries, Maurice does what destinations with no major cultural features do: it tries to gain specific recognition through local cooking and music, which is, of course, better than nothing, but turns out to be only a weak attraction and therefore generates weak fame, not based on a strong identity. This is the strategy of many destinations with poor cultural features that are difficult to grasp: point out cooking and/or rely on local or 'imported' cultural events.

All these efforts to show the visitors a genuine local culture is fruitful. It sheds a specific and unrivalled message to the tourist. 'It's here and nowhere else'. Of course, it is a promise that must be kept: the visitor

must be able to check it and learn more. This 'storytelling' is like a promise; its components must be fully available: places and sites widely open to the public, authenticity, and quality. The nice thing about this process is that, when well documented and well inserted in the communication and marketing of the destination, it works. It pulls out the commonplace destination from its touristic anonymity. And it may generate a continuous cultural improvement of the place. Another nice thing about it is that it is unlimited: contemporary initiatives may unveil pieces of heritage. Street art? Musical and/or play or film events or festivals? Art competitions? The shooting of films and series?

In this respect, one of the oldest examples in Europe is the city of Nice/Côte d'Azur/France, a well-known resort in the 1900s as a 'place to be' to avoid spending winter in London or Paris. Still, many older people retire there for the same reason. Fifty years later, the winter season had moved to the Alps, and Nice became only one of the numerous beaches on the Côte d'Azur. Its tourism facilities and places of accommodation were developed for this purpose, generating a wide but summer-only season. Furthermore, it soon appeared that some other beach resorts on this coast were gaining market share thanks to their specific attractions: Cannes with its film festival, Monaco with the glamour of its princes, and smaller places with the intimacy that Nice, the big city, could not claim. Facing this double challenge – a short tourism period and growing competition from neighbouring destinations, Nice decided to exploit its cultural resources, which proved to be numerous and varied: many artists during the 20th century – like Matisse – found inspiration there, some wealthy people like Ephrussi de Rothschild had built magnificent villas that were transformed into museums, a botanical garden was created, and numerous cultural events took place, besides the well-known Corso Fleuri (a famous flower parade in February). Culture has triggered a tourism renaissance in Nice as a year-long venue.

It is a win-win process but with an unpredicted competition

A cultural process, when seriously led, is always fruitful: for the locals, of course, and for tourism: the place becomes an all-year-round venue; generally, the day expenses of the tourists are higher, but if the visitors come only for cultural purposes, their stay is shorter; the win-win case is when the place can supply a mix of both beach or snow activities with cultural sequences: then the stays are longer. Barcelona is a good example of this.

There is every reason to strengthen the cultural resources of a place, and not only for the sake of tourism development: raise international reputation, become attractive to some possible new residents, pride for the locals (that may end up in votes in favour of those who initiated it!). But, by now, the cultural wave is becoming a worldwide phenomenon. As Wil Münster (2023, p. 164) states, since the 1990s, there has been a huge and continuous increase of cultural supply in the world, together with a growing number of UNESCO-labelled sites (by now, 972 out of 1200 are cultural or mixed). The nice thing about it is that the number of items belonging to the cultural sector is growing, particularly with the introduction of intangible items; thanks to anthropology, the meaning of 'culture' has widened, and many human accomplishments are now considered arts: handicrafts, fashion, land-art, street-art, contemporary dances. Meanwhile, the beginning of our 21st century is witnessing a huge and growing number of museums and derelicts (for example, railway stations and industrial wastelands) transformed into cultural venues, new architectural features and creations. Amazingly, it is happening worldwide, even in the most unexpected places. For instance, in Saudia Arabia there, the DMOs (Destination Management Organizers) knew that the Saudi destination needed another identity than Mecca (where non-Muslim visitors would not be welcome), so they worked on a huge unknown but majestic archaeological site called AlUla, in the desert, where, before building hotels and other tourism facilities, they worked on historical artefacts of the place, restoring and making accessible its spectacular remains.

From cultural identity to the spirit of the place

Now that a growing number of destinations enjoy or are gaining a cultural dimension, this common feature doesn't homogenize them. Besides their objective-specific features, what differentiates them is the scope and the strength of the visitor's experience, which depends on the number and variety of visits and events during their stay. If the tourist's first motivation was non-cultural (for example, visiting friends and relatives, beach, sports), then the cultural dimension of the place will only mean identity and differentiation; but if they came with a cultural motivation, then their experience will depend first on tangible components, such as the scope and the variety of the cultural supply – which are more or less in the hands of the 'DMO' – and on intangible personal components such as length of stay, the accompanying person(s), education, state of mind of the day and finally on their personal and unique perception of the place or event. In this respect, the ultimate experience of a cultural tourist would be to catch 'the spirit of the place'.

Centuries ago, the spirit of the place used to be a genius protecting a place, and only a shaman could get in touch with him. Later, Lawrence Durrell, along with Greek with three books of his Deus Loci, demonstrated how the spirit of the place in Greece shaped the personality and mental structure of the Greeks, which shows that writers and poets can also communicate with the spirit of the place.

Nowadays, we have another view of the spirit of the place. According to ICOMOS (Conseil International des Monuments et des Sites), the spirit of a place is this special relationship dynamic between a visitor and both the tangible and intangible components of a place; this feeling conveys meaning, value, emotion, and mystery. For the French writer Stendhal, it meant once fainting with extasy when he discovered some frescos of San Croce Basilica in Florence, now known as the Stendhal Syndrome. An image of a place is far from translating any spirit of the place: it may appear only when facing the real dimensions of the place, its noise or silence, the temperature, the particular smell. And it also depends on the particular state of mind of the visitor.

Therefore, no tourism brochure or guidebook can promise to discover a place's spirit. It is only 'the icing on the cake' which may or may not occur. It is far too complex to be mentioned beforehand. Nevertheless, it is the most providential concept of cultural tourism, the ultimate award of the visitor when history, legend, and arts are closely interwoven.

Therefore, from a place's most basic cultural identity to the perception of its inner soul, culture fills the visitor's experience for the sake of the best and lasting quality of the tourism industry.

Written by Claude Origet du Cluzeau, Paris, France.

[Read Claude's letter to future generations of tourism researchers](#)

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73. INTERDISCIPLINARY APPROACH TO SUSTAINABILITY IN TOURISM RESEARCH - Contributions by Hale Özgit

Tourism is not an industry satisfying consumers through a final tangible product. It is more than satisfaction felt due to consumption of a product as it leads people to live with memories. None of us can take ownership of a tourism product as we do for our properties, shoes, clothes or any other tangible goods. Gunn and Var (2002, p.4) defined tourism as an abstraction of many different developments and plan pieces. Hence, its intangible nature and interrelationships with many different sectors and industries make tourism necessary for economic, social, environmental, natural, and cultural existence and create a matter for sustainable development. Understanding the interrelation of tourism with different sectors and looking at it from a wider window always excited me. Therefore I completed my PhD in Education Administration and related my dissertation to tourism education and training in higher education.

My dissertation topic was my first attempt to interrelate my work to a different discipline, although my master thesis was related to community involvement in tourism planning and policy development. When I started to teach at University, tourism planning and policy was one of the lectures I have started my career as an instructor, which helped me a lot in looking at the interrelationship of tourism with different sectors.

Tourism scholars should indeed share their experiences collaborating with interdisciplinary research groups (Okumus & van Niekerk, 2015). Having an opportunity to live in an island country with scarce resources then led me to search more for the development of sustainable tourism plans and the need for collaboration in enhancing those plans in small island destinations. From this perspective, I and Ali Öztüren, have published two theme issues (Özgit & Öztüren, 2021; Öztüren & Özgit, 2022) focusing on sustainable tourism development in small island states with the contributions of the industry practitioners as one of the most important stakeholders for the development and academics from different disciplines. In the first theme issue, we questioned the barriers to sustainable development and sought to develop potential solutions for overcoming these obstacles (Özgit & Öztüren, 2021). One of the most significant outcomes of the first theme issue was the need for collaboration in sustainable tourism development. The outcome was not only giving insight to me as a researcher to understand the role and importance of stakeholders' involvement in sustainable tourism development plans but further led me to rethink the sustainability of tourism with environmental, energy efficiency, cultural, and technological aspects with my corresponding authors from different disciplines (Özgit & Adalıer, 2022; Özgit & Abbasoğlu, 2021; Özgit & Akanyeti, 2022; Özgit et al. 2022). One of the studies in the first theme issue evaluated the current state of the energy efficiency situation in North Cyprus. Study results showed a lack of awareness among policy-makers concerning the interrelation between sustainable tourism and energy efficiency strategies (Özgit & Abbasoğlu, 2021). This study inspired me to look at tourism research through a different lens, especially concerning environmental studies. In the second theme issue, we examined environmental management and tourism relations (Özgit & Akanyeti, 2022), focusing on environmental regulations and sustainable tourism indicators. Examining the sustainable practices in the contemporary tourism environment raises the question of whether sustainable tourism development requires technological advances. Therefore, we sought to investigate the existence and use of Blockchain technologies (BCTs) in the tourism industry of North Cyprus by understanding stakeholder perspectives on BCT's role in sustainable tourism development (Ozgit & Adaler, 2022). One of our latest publications evaluated residents' perceptions regarding heritage tourism as an alternative tourism product for sustainable tourism growth (Özgit et al., 2022). Study results revealed that collaboration is required in developing cultural heritage resources, namely handicrafts, as sustainable tourism products.

At the beginning of this paper, I mentioned my motivation to research tourism and its sustainability with a collaborative approach and interrelation to other disciplines; that was the sector's relation to all pieces in any destination for creating a tourism product.

Research is like an ocean. We look for a single piece of sand under it, which cannot belong to an individual perceptive as we learn from others and in our social world. That is the main reason my research works are together with my friends; we catch harmony in looking at the world similar but from different windows and learning from each other. Tourism is a worldwide industry for all countries, communities, businesses, and individuals wishing to benefit from it. As a social science researcher, mainly applying a qualitative research approach to questioning, observing and exploring the social phenomena will continuously inspire me to search how tourism and its development can benefit the world from different perspectives through lessons from practices. In this brief summary of my interdisciplinary tourism research, I have attempted to summarize the interdisciplinary studies that inspired me, and I have had the most fun learning and exploring the sustainable tourism development. Currently, together with my research teams from various disciplines, we continue to learn from each other and learn from our experiences.

Written by Hale Özgit, Cyprus International University, Cyprus
[*Read Hale's letter to future generations of tourism researchers*](#)

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74. MODELLING HIGH SPEED RAIL IMPACT ON TOURISTS' DESTINATION CHOICES - Contributions by Francesca Pagliara

Introduction

The increase of accessibility to a given tourist destination, thanks to new interventions in the transportation system, represents an important factor for tourism development. The principle is that suitable means of transport can change the image of dead centres of tourist interest by transforming them into active places for visitors.

With the advent of new technologies, the transportation system, has experienced a change during the centuries. Specifically, rail, thanks to the High Speed Rail (HSR) deployment, is one of sectors mainly affected by their introduction. Several are the projects already realized, others are under construction, and more are in the pipeline all over the globe.

Europe is among the most visited continents in the world, and it is normal to consider that HSR projects are likely to affect tourist's choices of a given tourist destination. HSR systems were not conceived at the beginning as a real alternative transport mode for tourists, their impact on tourism market came only later. In general, a decrease in travel time, brought by HSR, is perceived by tourists as a good motivation for choosing a destination connected with this service.

Several are the approaches able to model the impact of HSR on tourists' behaviour. In this chapter the main ones are reported.

Discrete choice analysis : disaggregate approach

Discrete Choice Analysis (DCA) is generally used for measuring and predicting individuals' preferences and alternatives 'choices, providing quantitative measures of the impact of different attributes related to tourism destinations, products, or services, also considering tourists' Willingness To Pay (WTP) for different services.

DCA has found applications in different fields of research including transportation, marketing, retailing, health, and environmental economics, since it can well explain and predict preferences and individuals' choice behaviour. Examples of DCA models in the tourism context include, for example, estimating how attractive tourists find competing destinations with respect to their attributes, on what premises they choose a transport mode for their trip or with whom they decide to travel. The fundamental concept underlying the methods is the Random Utility Model (RUM) theory, according to which a tourist chooses an alternative destination maximizing his/her utility. The utility is made of several attributes related to the tourists as well as to the destination, such as the transport accessibility. The alternative mode HSR systems can be considered as one of these attributes.

In Delaplace et al. (2014), two case studies were compared, i.e two capitals, the one of Rome in Italy (Valeri et al., 2012) and that of Paris in France. Through DCA, the main outcome of this work was that several factors influenced tourists' choices of these destinations, like the presence of architectural sites, the quality of promotion of the destination itself, the presence of events, etc. Moreover, HSR system affected the choice

of Paris and Rome differently. The two cities belong to two different countries in which the history of HSR service is very different. Indeed, in France, TGV (Train à Grande Vitesse – High Speed Train) is considered a real transport mode alternative, while in Italy it is a relatively new system which still needs a campaign of promotion to be well accepted among the tourists. The main motivation of this could also be also justified in the high travel costs.

In Pagliara (2015) the same approach was followed for the case study of the city of Naples, in the south of Italy. From the model estimation it resulted that several were the factors influencing the choice of this city as a tourist destination, but the presence of HSR connecting Naples with other Italian cities, played its role.

In Pagliara et al. (2015a) and Pagliara et al. (2015b) a comparison between two key tourist destinations in Europe, namely Paris and Madrid, was made to identify the factors influencing tourists' choice of these capitals. Based on two surveys, it was found that the presence of architectural sites, the quality of promotion of the destination itself, and cultural and social events had an impact on tourists' choices. However, the availability of the HSR systems affected the choice of Paris and Madrid as tourist destinations in a different way. For Paris, TGV was considered a real transport mode alternative among tourists. On the other hand, Madrid was chosen by tourists irrespective of the presence of an efficient HSR network. Data collected from the two surveys were used for a further quantitative analysis aimed at the identification of the factors influencing holidaymakers to revisit Paris and Madrid and visit other tourist places accessible by HSR from these capitals. The analysis demonstrated that HSR was chosen to visit places close to Madrid, such as Toledo as well as places close to Paris.

Delaplace et al. (2016) identified the extent and the nature of the relationship between HSR and destination choice in the case of theme parks. Theme parks are tourist specific places that can be considered as "stay tourism", (in contrast with "circuit tourism") that is, a kind of tourism with a unique motivation and in a given area. It was expected that the link between a given HSR station and a theme park is stronger when the HSR station was closer to tourist facilities and even stronger when it was conceived for the tourist structure itself. However, the question was also to investigate if tourists coming to these theme parks by HSR were also visiting other nearby places or places connected by HSR. Two theme parks, Disneyland Paris and Futuroscope Park that are both served by an HSR station, Marne-la- Vallée-Chessy and Futuroscope TGV respectively, were considered as case studies. The main outcome was that only few tourists visited Futuroscope by HSR and they would have come without HSR. Moreover, the tourists visiting other places near Futuroscope did not choose HSR. The link between Futuroscope and more generally tourism in the region and HSR was not very significant. Nevertheless, Futuroscope TGV station could also be useful for the Futuroscope technopole. Concerning Disney, the link was more significant. Tourists coming by HSR were numerous and would not have come without HSR. Nevertheless, the diffusion process was not linked to HSR. The probability of visiting other places was linked to RER (Réseau Express Régional – Regional Express Network) and to the proximity of Paris which allowed visiting different places. The surveys highlighted that the accessibility to HSR had not always had an impact on the theme park destination choice.

Aggregate approaches

Parametric approach: Generalized Estimating Equation (GEE)

Pagliara et al. (2017) attempted, through the case study of the High Speed/High Capacity Rail project in Italy, to evaluate the expected impacts on the tourism market, considering the Italian visitors and analysing their different behaviour. The specification of a panel model, simultaneously considering the effects of HSR on the number of visitors and the number of nights spent at destination in all the Italian cities served by a HSR line, was proposed.

Specifically, an empirical analysis was carried out with the aid of a database containing information both on tourism and transport for the Italian municipalities, during a predefined time-period.

In this study the dependent variables took only non-negative integer values, the statistical treatment differed from that of the normally distributed one, which could assume any real value, positive or negative, integer or fractional. Count data can be modelled by using different methods, the most popular is the Poisson distribution, which is applied to a wide range of transportation count data contexts. Panel model analysis provides a general, flexible approach in these contexts, since it allows modelling a wide variety of correlation patterns.

To consider these possible unknown correlations, Generalized Estimating Equations (GEEs) were considered. The main conclusion of this analysis was that HSR had a positive impact on local tourism, but a denser HSR network would have increased significantly the potential of HSR obtaining not only a local but also a global impact.

Pagliara et al. (2021) used the same GEEs model specification but applied to the case study of China. In this work, two GEEs models were estimated one for the Chinese tourists and another one for the foreign tourists. Variables such as Resorts, Gross Domestic Product and Passengers had a positive impact on the number of domestic tourists. It was clear that Chinese tourists were strongly influenced, in the choice of destinations, both by the presence of international airports and by the presence of HSR connections. The second GEE model estimated considered as dependent variable the number of foreign tourists. Comparing the two models, it was possible to note that foreign tourists preferred as a tourist destination one in which there were many hotels, which were not so fundamental for domestic tourists. The presence of HSR stations was more significant in the second model, implying that the presence of a HSR network had a higher impact on the choices of foreign tourists compared to those of the domestic ones. The presence of international airports seemed to have a higher impact on Chinese tourists than on the foreign ones.

Non-parametric approach: Classification and Regression Tree (CART)

The application of the non-parametric Classification and Regression Tree (CART) model does not require an a priori probabilistic knowledge of the phenomenon under study and the fulfilment of strict hypotheses, neither on the type of relationship, nor on the form of distribution of the dependent variable. These aspects represent the main advantages over parametric techniques.

Each node of the tree indicates the predicted value, the number of experimental units contained in the node and its descriptive percentage. Very few are the contributions in the literature applying the CART methodology in the context of tourism.

Another advantage is that the CART analysis can effectively handle collinearity problems. When a serious correlation between independent variables exists, the variability of the estimated coefficients will be inflated. It follows that an interpretation of the relationship between independent and dependent variable is difficult to define. On the other hand, regression tree methods are also not sensitive to outliers since the splitting is based on the samples proportion within the split ranges and not on the absolute values. From the applied perspective, the regression tree methods are very intuitive and easy to explain. Moreover, they have the advantage of giving each variable the chance of appearing in different contexts with different covariates, and thus better reflecting its potential impact on the dependent variable. However, unlike a linear regression model, a variable in the CART algorithm can be considered highly important even if it never appears as a node split.

Two case studies applied this methodology with the objective of evaluating the impact of HSR on tourist' choices, one was the analysis of the effect of HSR in the case study of Italy (Pagliara et al., 2020) and the other one in the case study of China (Pagliara et al. 2021).

Geographically Weighted Poisson Regression (GWPR)

Previous research studies have considered various empirical and methodological aspects of modelling the effect of HSR on tourists' behaviour. However, they have been unable to consider the presence of both the spatial autocorrelation and the unobserved heterogeneity. Specifically, the relationship between the dependent variable and any independent variable is assumed to be stationary over space. Due to this aspect, the use of an overall fixed relationship between the dependent variable and the explanatory variables, for the case study under analysis, can affect the adjustments of the estimates of the individual destination, generating instability in the models' coefficients.

The spatial heterogeneity within local models, such as Geographically Weighted (GW) models, provides a better platform allowing exploring the different spatial relationships between HSR and tourism. Considering that global regression provides estimates with a low degree of accuracy in some areas, it might be more useful to specify local regression models, since they are able to incorporate spatial relations among variables for a given study area.

The Geographically Weighted Regression (GWR) approach was proposed in the geography literature to allow relationships in a regression model to vary over space. In contrast to the traditional linear regression models, where the regression coefficients are constant over space, the regression coefficients in this case are estimated locally at spatially referenced data points with GWR. GWR was proposed originally as an extension to the ordinary regression model to predict a continuous variable with a Gaussian (normal) error. However, when predicting a non-continuous variable, the dependent variables are count data with discrete and non-negative integer values, it is more appropriate to use different regression models. In the literature, the Generalized Linear Models (GLMs) are considered the most suitable ones to determine the relationship between count data and the dependent variables. GLMs aim at extending ordinary regression models to encompass non-normal response distributions. Then, Geographically Weighted Generalised Linear model (GWGL) was developed by integrating the GLM and the GWR ones and extending the concept of the Geographical Weighted Regression (GWR) models in the context of the Generalized Linear Models (GLM). Given that the dependent variables are count data with discrete and non-negative integer values, GWR models were performed by using the Poisson distribution error. The Geographically Weighted Poisson Regression (GWPR) approach proposed with the objective of capturing the heterogeneity of the independent variables, with respect to each tourist destination.

The spatial heterogeneity within local models, such as Geographically Weighted (GW) models, provides a better platform allowing exploring the different spatial relationships between HSR and tourism. In Pagliara and Mauriello (2020), a spatio-temporal analysis was proposed to evaluate the variables affecting tourists 'choices and specifically the impact of HSR on both the Italian and foreign tourists. The GWPR modelling approach has been proposed, which considers the problem of the temporal and spatial autocorrelation in a different way with respect to the Generalized Estimating Equations method. Indeed, the results of this study supported the use of the GWPR as a promising tool for tourism planning, especially because it made possible to model non-stationary spatially counting data. The different behaviours of Italian and foreign tourists was reported, considering the impact of the presence of a HSR service on them.

Other approaches

Tourism Spatial Interactions (TSI) and Coefficients of Variation (CV)

City's size appears to be an important determinant of the impacts of HSR on tourism. A proof of this assertion needs to use a region with cities of different sizes as an analysis case. Case studies have been carried out in France, Spain, and China; however, none of them have examined the impact of an HSR

network that connects cites of all different sizes in an area on the tourism spatial structure. An HSR network that connects multilevel cities in one area with several lines and nodes fosters cooperation and competition among them and makes the area a destination network. Such HSR and destination networks will be found in more countries in the future with the development of HSR projects. For this reason, understanding the impacts of HSR networks on a destination network with multilevel cities is very important both theoretically and practically.

Yin et al. (2019) contributed to the existing literature on HSR and tourism management by filling this gap and developing an analysis of multilevel cities in one area with an HSR network. Specifically, it investigated HSR's influence on the tourism spatial structure of the Capital area of China through the specification of a spatial interaction model. The Capital area of China was chosen because of the different sizes of the cities, and because some of them are served by HSR and others are not. Specifically, this study attempted to understand the impact that HSR could have on cities of different sizes. The spatial interaction model was chosen for two main reasons. First, distance (the actual distance or travel time) was an important independent variable in the model. HSR would change the travel time in a region, and the model could examine the HSR network's influence. Secondly, a city's size was also an independent variable in the model specified and could be measured by population. The study's objective was to determine whether an HSR network exerted different influences on cities of different sizes in one region. The differences in spatial interaction between two scenarios were considered, i.e., one with an existing HSR network and the other with a planned HSR network.

A Tourism spatial interaction (TSI) model was specified together with a Coefficient of Variation (CV), which was used to compare the changes in tourism at the regional level in the two scenarios.

Fixed-effect econometric model

The effects of HSR on cultural tourism are a subject of interest though the scarcity of bibliography shows that sufficient attention has not been paid in this regard up to now. Although some analytic studies using the econometric models have already emerged dealing with the influence of HSR on tourism, some of them even with a meritorious high level of disaggregation, the specific impact on the cultural tourism, and, more specifically, on museums and monuments, remain unexplored up to now. Hence, the higher returns and greater positive effects on society by the tourist industry, and in an outstanding way by cultural tourism, make it an appropriate field of research that should receive special attention.

The work by Campa et al. (2019) provides a deeper insight into this interesting subject for the first time by implementing an econometric model and taking into consideration the number of tourists of 64 museums and monuments in 25 Spanish municipalities, using a validated methodology which could be suitable in other countries with a HSR network and cultural attractiveness. Although the previous studies focused on general tourism in Spain, little or no influence of HSR was detected, the results in this paper showed signs that this mode of transportation could play a positive role in the reinforcement of cultural tourism. This contribution also highlighted the different roles that HSR played in the Spanish cultural tourist markets of museums and monuments, with a significant increase in the number of tourists in some regions, while these outcomes were not significant in others. A doubly controversial effect of distance to the HSR stations was also observed.

While little or no effect was detected in museums located in the same municipality, museums located in a different municipality received an appreciable significant increase in the number of tourists. This was interpreted as an indication that HSR increased the action radius of tourists surely due to the gain in available time at a destination and reinforced hidden potentialities of further museums. Moreover,

the central position of the HSR stations was also detected as a significant beneficial factor and suggested

that the location of the HSR with respect to the city was also an important factor in addition to the mere connection to the HSR network.

Conclusions

Over these 10 years, we have tried to contribute to answering the following questions:

Does High Speed Rail have an impact on tourists' travel choices?
Transport accessibility is fundamental for tourists' destination choice, HSR systems have proven to play their role

What are the modelling approaches able to analyse this impact?
Several are the methodologies which have been tested and each of them has played a significant role with respect to the available data set, aggregate vs disaggregate information.

What remains?
Other methodologies deserve to be tested. An example is the application of Geographical and Temporal Weighted Regression (GTWR) type models in this context to consider also the local effects from the temporal point of view.

Written by Francesca Pagliara, Department of Civil, Architectural and Environmental Engineering, University of Naples Federico II, Naples, Italy

[Read Francesca's letter to future generations of tourism researchers](#)

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75. THE DEVELOPMENT AND GOVERNANCE OF URBAN DESTINATIONS - Contributions by Bernadett Papp

The first project I was involved in at the European Tourism Futures Institute at NHL Stenden University of Applied Sciences focused on managing overtourism in European city destinations. The topic and the project itself had a major impact on my life and defined my main area of interest and line of research for the years to come. Ever since, in my work, I have focused mostly on urban tourism development and governance related issues. From the earlier works on managing urban tourism and tackling the phenomenon and impacts of excessive visitation, my attention has recently shifted towards studying complex governance systems. My interest in tourism policy making served as inspiration for my PhD research. I am currently a PhD candidate at the University of Glasgow, studying urban governance and the factors that enable or hinder the successful integration of tourism policy making into the management of urban areas. My major contribution to tourism knowledge therefore centres around the development and governance of urban destinations.

The phenomenon of overtourism in city destinations

In the past years I had the opportunity to work with and learn from a range of recognized scholars. In my first years at ETFI, I worked closely with Dr. Albert Postma and Dr. Ko Koens. Our work focused on better understanding the phenomenon of overtourism (the word was trademarked by Skift in 2018), the way it manifests itself and its long-term impacts. Between 2017 and 2018, in the framework of a study initiated by the Centre of Expertise in Leisure, Tourism and Hospitality (CELTH) we conducted research in the cities of Tallinn, Salzburg and the five art cities of Belgium (Koens, Papp, & Postma, 2018). It was a follow up study to a project conducted 2 years earlier in Amsterdam, Copenhagen, Berlin, Munich, Lisbon and Barcelona (Koens & Postma, 2015). We were at the forefront of the overtourism debate. We explored the wide range of economic, environmental and socio-cultural impacts that arose from the intensive use of the tourism space within the wider city space. While tourism may provide significant benefits for the local community, such as higher standard of living and employment rate, increased tax revenue, improved infrastructure and public facilities, stimulation of community identity, preservation of cultural heritage and increased pride (Koens & Postma, 2015; Koens, Postma, & Papp, 2018; World Tourism Organization (UNWTO), 2018) tourism-induced negative transformations are often more conspicuous. Signs of touristification, a term often used to refer to the functional change that results from tourism development (Jansen-Verbeke, 2009), are, for instance, commercialization, commodification, increased property taxes, overcrowding and traffic congestion, noise pollution, vandalism, loss of authenticity and diversity, gentrification, changing lifestyles and shifting value systems (Koens & Postma, 2015; Koens, Postma, et al., 2018; World Tourism Organization (UNWTO), 2018).

The above mentioned impacts represent well the level of complexity. To emphasize the multidimensionality of the issue and the need for adapting a broader contextual perspective we revisited the concept of carrying capacity (Postma, Koens, & Papp, 2020). We defined carrying capacity as "the level of tourism development beyond which the tourism infrastructure, the natural environment, the local/regional economy, visitors' enjoyment, local residents' acceptance or political acceptance is exceeded" (Postma et al., 2020, p. 234). The tolerance limit towards the various dimensions of carrying capacity such as physical, environmental, economic, perceptual or psychological, sociocultural and political (UNWTO, 1981; Matthieson and Wall, 1982;

Pigram, 1983; Ashworth, 1984; Williams, 1994; Reid, 2003; Mowforth and Munt, 2003 as cited in Postma et al., 2020, p. 235) differs greatly depending on the context and a range of other variables. When the acceptable level of change is exceeded, the attitude and behaviour of the local residents is likely to be negatively affected. Our extensive work enabled a better understanding of these aspects and the residents' perceptions of tourism development. Building on the PhD thesis of Postma (2013), we identified a range of critical encounters in tourism-community relationships and, with the use of the irritation and tolerance scale, we mapped the current situation in the destinations mentioned above.

By developing a thorough understanding of urban tourism development and the related challenges, we identified a range of myths associated with tourism congestion and compiled a list of strategies to mitigate the negative impacts (Koens, Postma, & Papp, 2019; Peeters et al., 2018; World Tourism Organization (UNWTO), 2018, 2019b). Our research activities and the collaboration with UNWTO resulted in a large exposure to the academic and professional community and led to a series of conference and workshop invitations by various acknowledged organizations such as the World Travel and Tourism Council (WTTC).

Soon after the launch of the UNWTO publications I was invited to join UNWTO's Market Intelligence and Competitiveness Department in Madrid, to further explore issues prominent in city destinations. I worked on the publication New business models in the accommodation industry – Benchmarking of rules and regulations in the short-term rental market (World Tourism Organization (UNWTO), 2019a). The publication provides a comprehensive overview of the regulatory environment in 21 case studies and reviews rules and regulations related to 'fair competition', 'consumer protection', and 'planning and safety'.

Scenario planning and strategic foresight in travel and tourism

Working side by side with Dr. Albert Postma meant that I got introduced to scenario planning and strategic foresight. The European Tourism Futures Institute is the only expertise centre in Europe specialized in scenario planning and strategic foresight in the field of travel and tourism. We use this innovative method in many of our projects. We have contributed to publications such as the white paper on Rail transport for international tourism in Europe (European Travel Commission (ETC) & Eurail B.V., 2020), where we discuss prominent trends shaping train travel and outline four plausible future scenarios for the sector. Scenario planning also helped us to map various plausible realities in the framework of the overtourism debate, amongst many other topics. Our paper focusing on trends and trend pyramids (Postma & Papp, 2020) contributes to the discourse on trends analysis.

Tourism governance and the wider urban agenda

As mentioned above, my current focus lies on destination governance and related issues. The work of Dr. Stefan Hartman has much inspired me to move towards this direction. In our white paper with WTTC and the Travel Foundation (World Travel and Tourism Council, 2021) we discuss various trends that are signalling the need for a more legitimate, transparent and effective governance model. Besides reviewing the driving forces of change, we also point to a range of obstacles that hinder destinations from adapting more effective governance approaches. Considering these various aspects, we developed four plausible scenarios that depict various realities depending on the level of engagement of the public and private sectors. Besides that, we created a governance diagnostics framework to help destinations implement integrated governance practices. The search for optimized governance models that facilitate horizontal, vertical and sectoral integration is nonetheless a challenging task. I hope that through my PhD research I will get closer to cracking the code. My research follows an interdisciplinary approach combining tourism studies and political science under the umbrella of urban studies. My aim is to further contribute to the

understanding of the optimal position of tourism policy design within complex urban systems and, by that, facilitate successful tourism policy implementation.

Written by Bernadett Papp, European Tourism Futures Institute (ETFI), NHL Stenden University of Applied Sciences, The Netherlands
Read Bernadett's letter to future generations of tourism researchers

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76. TOURISM AND SUSTAINABLE DEVELOPMENT IN FRANCE AND INDONESIA - Contributions by Sylvine Pickel-Chevalier

Becoming an associate professor at the age of 29 signified, for me, the blossoming of a professional dream that had been born 15 years earlier, when I was only 14 years old. I had discovered a passion for studies, for the daily intellectual enrichment that they afforded me, and at that early age, already decided to devote myself to a life in their pursuit, as professor and researcher. My personal itinerary – my Parisian parents'move to the isle of Oleron, a place much affected by the development of tourism, when I was but seven years old-introduced me at a very young age to its societal dynamics, born of the relationship established between 'outsiders' and the local population. Within the former category were those, like my parents, who began as vacationers and then went on to themselves invest in the tourism business. And I learned much about the local people, growing up around them as I did. Thus, at a very tender age I began to develop a sensitivity toward the complexity of such relationships, and how they bred a twofold process in which local cultures are both eroded and re-valorised, as they are redefined through the gaze and the expectations of tourists.

From these early experiences, I developed a particular sensitivity to tourism's interaction with the environment. From the start of my Master's studies, the theme which was to become the center of my interests and reflections began to take shape: tourism as a complex agent in our appreciation of the environment, in dialogue with the notion of « sustainability ». My trajectory had in fact been marked by the emergence of this concept in the decade of the 1990s, and by the way it soon became a bearer of new challenges, confronting scientists with an abundance of new questions and generating their critical analyses (Wall, 1993 ; Cater, 1993; Hunter, 1997; Mowforth et Munt, 1998, Butler, 1999 ; Liu 2003; Buckley, 2012, etc.). I completed a pluridisciplinary DEA[1] in ETES (Environment, Time, Space, Society, concentration in Management of Biodiversity and Sustainable Development) in 2004 with the defence of a PhD in geography that received honourable mention from my examiners. It was entitled "Representations and practice of nature at French Atlantic tourism resorts. An evolving social construction" at the University of Paris VII Denis Diderot.

My scientific thought has since its inception been shaped as geographical analysis that takes its impulse from international and interdisciplinary fields of theory and research. These fields of interlocution have enabled me to deepen my analytical work on tourism, leisure, the environment and sustainable development, and to expand it through incursions into other themes and territories. Within this context, I have built my research around two major pillars:

- *The processes of co-constitution of tourism, "nature" and the environment, in conjunction with debates around the concept of sustainable development; these concerns have shaped my work since the days of my Master's studies.*
- *The tourism boom in Indonesia: from a geo-cultural revolution in practices to the challenges of sustainable development – a Western field of research confronted by the geo-cultural diversity of the world, through study of the Indonesian case.*

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1. Diplôme d'Etudes Approfondies (Deeper Studies Degree), an older name for the postgraduate degree now known as 'Master's 2' and specialized in research studies.

Tourism, an agent for the reinvention of relationships to nature and potential vector of the sustainable development of territories

Since my arrival at UFR ESTHUA Tourism and Culture as an Associate Professor in 2006, I have carried out case studies, particularly in France, with the aim of understanding the implementation of policies for what is referred to as a sustainable tourism, as well as the development strategies that are part of it. I worked specifically on the case of Saint-Jean-de-Monts (Vendée), considered an emblematic site of "mass tourism", and Saint-Trojan-les-Bains (Charente-Maritime) a small family-managed resort location. These different field studies allowed me to theorize the sustainability paradigm. Faithful to a geographical approach in which theory relies on the field for its verification, I thus was able to contribute my various researches (done alone or in collaboration (Knafou and Pickel, 2011) to the enrichment of international debates on these issues.

Fuelled by the initial reflections described above, and backed by my previous thesis research, I set out to writing a book, *L'Occident face à la nature, à la confluence des sciences, de la philosophie et des arts (Western society facing nature, at the meeting of sciences, philosophy and arts),* on the evolution of the relationship of Western societies to nature, explaining their mutual constitution through the confluence of sciences, philosophy and the arts. Published in 2014, by Le Cavalier Bleu Editions, as of its second chapter the book turns to the founding role of tourism and recreation in the recodification of nature and the environment in contemporary Western societies. This is apparent in the titles of its subtopics – a second chapter titled « The unsettling of nature by leisure society", followed by the third and final chapter on "The revolution of sustainability: does it guarantee a good relationship to nature? ».

Finally, in 2017a, I published a book chapter *(*"Le développement touristique durable: un changement de paradigme? / Sustainable tourism development: a paradigm shift?") in which I synthesize the conceptual reflections on the relationship between tourism and sustainable development to which I have been devoted since finishing my thesis. My specific contribution to the debate can be summarized as the attention I bring to several key premises:

- "Sustainable development" is not a scientific concept implying that we could attain a "perfect" type of development, but a political and institutional concept meant to promote a new type of development. As such, it is not an instrument of understanding but of construction of the world. Within this context, it is a fascinating object for the scientific communities, posing a veritable change of paradigm, that is, one which redefines notions of development through the aggregation of social, cultural and environmental issues to traditional economic data. The aim of the researchers is, then, to observe this process, that unfolds internationally and contributes to further globalisation, between universalism and differentiation, creating innovative models of "sustainable" tourism development;
- The capacity of tourism to be a vector of sustainable development depends on going beyond "top-down" or "bottom-up" processes, to become a "system", combining both external and internal involvement.
- The non-opposition of diverse models of tourism, from international resorts to traditional villages, since both can and should integrate a sustainability objective, at different scales;
- Even within this 'sustainable design', tourism causes significant societal transformations. Although communities strive to maintain their traditional activities and ways of life, the process of opening villages up to the public requires changes – opening homes, transforming ceremonies, modifying practices that can even lead to a drop in the original quality of products, etc.
- The relationships between culture and tourism remain complex, echoing the difficulties of trying to unite conservation to openness toward modernity. This ambition is also a dynamic motor for revitalization, favouring the reinvention of local tradition. Such new creations are neither traditional nor 'fake'. Rather, they are the results of a living culture, and unique because they are co-produced by the tourists and local population. The latter unconsciously appropriate the image of themselves conveyed by tourists, and this in turn confirms the specific, ambiguous role of tourism as an agent of both transformation and conservation of culture and heritage.

Furthermore, by joining the faculty at the UFR ESTHUA, strongly oriented toward the internationalization of tourism, I was able to discover a new territory of research: Indonesia.

Tourism in Indonesia: from a geo-cultural revolution in practices to the challenges of sustainable development

My work on Indonesia has, until recently, focused largely on the islands of Bali and Java, which constitute the two main tourist receiving (Bali) and sending (Java) centres in Indonesia. Discovering a new territory, I plunged first into bibliographic study of fundamental sources, combining a review of the international literature (Vickers, 1989; Picard, 1992; 2010; Cabasset, 2000; Hitchcock, King and Parnwell (eds.), 2008; Winter, Teo and Chang, 2009, Brown, 2011; etc.) with statistical analysis and fieldwork. My research focused on two central themes, namely:

- The ways in which Indonesian populations have appropriated tourism activities, on the one hand, and;
- On the other, the societal transformations generated by the development of tourism within its territories, enquiring into tourism's ability to function as a lever for sustainable development.

The appropriation of tourism activities in Indonesia, through interculturation[2]

I have often conducted my research on this theme in conjunction with Indonesian colleagues. This has favoured my immersion in the very complex Indonesian society, allowing me to contribute numerous chapters to volumes devoted specifically to Indonesian domestic tourism ("Expériences touristiques et ludiques sur les littoraux en Indonésie: des vecteurs de mutation du rapport au corps? / Tourism and leisure experiences on the Indonesian seaside: vectors of mutation to body relationship", with Asep Parantika in 2015; "Le tourisme domestique indonésien: une invention interculturelle. Le cas des pratiques touristiques indonésiennes à Bali et Java / Tourism in Indonesia: an intercultural invention. The case of the tourism practices in Bali and Java", in 2017b) or its comparative study alongside other tourism practices that take place at the same locations ("The Globalization of Tourism in Bali: A shared Destination for Diversified Practices and Representations", with Ni Putu Sartika Sari, in 2017). These research projects have enabled me to enquire more conceptually into issues of domestic tourism in Indonesia, examining the phenomena of the global reach of tourism as well as developing a geographic approach to it. Within this context, and in collaboration with Philippe Violier, I have analysed the historical development of tourism in Bali, interrogating its ability to question the existing global model of centre – periphery relations. This research was presented in July of 2014, at the 41st Meeting of the Commission of Tourism and Leisure Geography, and then led to the writing of the chapter titled "Bali, de la marge à la centralité touristique? / Bali, from marge to tourism centrality?" published in 2017. It leads me also to question more globally the interaction between tourism and development in Indonesia, emphasizing its important imbalance ("Tourisme et aménagements touristiques en Indonésie"/Tourism and county planning in Indonesia", 2019).

I have also gone on to deepen my epistemological reflections by branching out into other disciplines, such as intercultural psychology. The latter has enabled me to enrich my approach to the geography of tourism. In this regard, the example of domestic tourism in Indonesia, in collaborative work with Philippe

2. Defined as the ability of the meeting of two cultures to generate a third syncretic culture, while enriching the latter through the aggregation of spatial dimensions (Clanet, 1990; Denoux, 1995; Demogon, 2002; Guerraoui, 2009)

Violier and Asep Parantika, nourishes our efforts to assess geography's ability to appropriate a concept that issues from the field of intercultural psychology, *interculturation* (Clanet, 1990 ; Denoux, 1995 ; Demorgon, 2002 ; Guerraoui, 2009), while enriching the latter through the aggregation of spatial dimensions. In fact, the concept of interculturation lays at the heart of the reflections that comprised my HDR examination. These syntheses led, in turn, to the publication of another article, "Le tourisme, agent d'interculturation sociospatiale? Le cas des pratiques touristiques littorales indonésiennes à Bali et Java / Tourism as an agent of socio-spatial interculturation? Seaside touristic pratices in Bali and Java", published in 2018 in the Academic journal *L'Espace Géographique*.

On the adaptability of the Western concept of the « development of sustainable tourism» to Indonesian society

Finally, my work on Indonesia converges with my interests on the phenomena of the mutual constitution of tourism, "nature" and sustainable development, by questioning the adaptability of the Western notion of "sustainability" to the geo-cultural and socio-economic diversity of the world. It was within this context that I initially set out to analyse the relationship of the Balinese to their environment. My research was first conducted with the help of a Balinese colleague, attempting to understand a holistic interpretation of "nature" that is very different from the Western Christian approach that defines it in terms of its separation from the human. This research materialized in a first article on the theme, "Towards sustainable tourism in Bali? A Western paradigm in the face of Balinese cultural uniqueness," published in 2016 in the journal *Mondes du Tourisme*. I then went on to refine this study through a more precise analysis of the ambiguous and often paradoxical effects of tourism on the environment in Bali: caught between land exploitation and conservationist pressures, a complex process of redefining "nature", is generated, from which emerge both appropriation of Western representations and resistance steeped in religious and cultural beliefs. In this regard, tourism becomes a vector of transformations of Balinese relations to nature, incorporating the phenomena of interculturation as it generates new syncretic relationships with the environment. This research resulted in a chapter intituled "Can tourism enhance 'nature' in Bali? Moving towards a new paradigm, through the interculturation process ", published in the book I edited in 2017c at Cambridge Scholar Publishing.

Under the title *Tourism in Bali and the Challenge of Sustainable Development* (2017d), the above-mentioned book examines tourism as a vector of sustainable development, inquiring into its capacity for appropriation by Balinese society through processes that conjoin adaptation, resistance and innovation. Its originality lies in the way it successively apprehends the social, economic, cultural and environmental effects of tourism in Bali, through the work of recognized international scholars (such as Michel Picard and Adrian Vickers) coming from a variety of disciplines: geography, sociology, anthropology and economics. Editing this work was also for me a significant step forward, as it enabled an intersecting analysis – at once international, interdisciplinary and intergenerational – of the complex participation of tourism in the construction of Balinese society.

It is also through the prism of this same logic of intersecting perspectives that I conducted a study relating to the implementation of the Indonesian policy of "*desa wisata terpadu*" (integrated tourist villages) promoted by the central government as a model for sustainable tourism adapted to Indonesian society. Because I initiated this study on Bali, I consulted two Balinese colleagues, and together with them selected three villages on the island considered to be successful examples of integrated tourist. Our aim was to examine their ability to meet both Western definitions of sustainable tourism and the needs of the local population. This analysis, combining statistical and bibliographic studies, field observations and qualitative interviews, revealed the difficulties of adapting the concept of sustainability, demonstrating the flexibility that is needed for its incorporation by societies built on a community system, distinct from the prevailing paradigm of complex Western societies. The results led to the publication in 2019 of the article "The

integrated touristic villages: an Indonesian model of sustainable tourism?" in the international journal *Tourism Geographies.*

Overture: tourism and gender, in Indonesia and worldwide

Finally, this research has presented important challenges around the issue of gender relations in Bali. Indeed, women today contribute substantially to the development of tourism, in resorts but also in their villages through the creation of services (accommodation, catering and production of handcrafts) that are associated with their traditional activities (household management, production of cloth and utensils such as baskets, etc.) This situation gives them the possibility of opening businesses and earning their own money. Although it may not give them total autonomy, it provides them with greater visibility and respect.

These endeavours of research and reflection have led to the establishment of a joint postdoctoral program, associating ESTHUA, Udayana Universitas and Bali State Polytechnic, which was inaugurated in May, 2019, considering the potential of tourism and access to tourism training as a channel for the transformation of patriarchal tradition and encouraging the emancipation of women. At the same time, the study of the *desa wisata terpadu* policy is being advanced through a doctoral thesis that I supervise, but this time with a focus on the island of Sumatra, and specifically, in Minaugkabau. The latter can be characterized by its singularity, as a traditional Muslim but also matriarchal society. We are also planning an international research project devoted to the theme "Tourism and Gender" which will mobilize researchers from five continents**.**

Written by Sylvine Pickel-Chevalier, UFR ESTHUA Tourism and Culture, University of Angers, France
Read Sylvine's letter to future generations of tourism researchers

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77. HORSES, TOURISM AND LEISURE - Contributions by Sylvine Pickel-Chevalier

A new field of research in construction: horses, tourism, leisure and social sciences

It was my own passion for the horses and riding that led to my appointment, upon joining the UFR ESTHUA Tourism and Culture department of the University of Angers as an Associate Professor, to the position of director of the equestrian sports tourism concentration, undergraduate and Master's Degree programs developed within the UFR in collaboration with the Cadre Noir de Saumur[1]. Through these new responsibilities, I found an extraordinary opportunity to meet a large number of actors within the French equine sector. This gave me the chance to revisit the empirical knowledge of horses that I had acquired through my own equestrian practices, and to turn the latter into an object of socio-economic and cultural study, as part of the evolution of contemporary societies. With the support of Philippe Violier, who encouraged me to develop this field of analysis -still largely untapped, at the time, despite the historic importance of equestrian practices throughout the world – I found motivation to invest in international scientific debate on the evolution of equestrian practices and representations, as redefined by the tourism and leisure society. It is in this context that, in partnership with the IFCE[2] in May 2012, I organized the international conference *Equimeeting Tourisme: Cheval, Tourisme et Loisirs / Horse, Tourism and Leisure* at the National Equestrian School (Saumur). The conference marked a turning point in equine research, raising the evolution of equestrian practices around the world to the rank of scientific object. Indeed, although leisure riding predominates in post-industrial societies on an international scale, equine research had until then been largely dominated by the life sciences, interested primarily in improving sports performance. Of course, there was research being carried out on human-horse relations from the perspective of the human and social sciences in different parts of world (Digard, 2007; Roche, 2008; Helgadóttir and Sigurðardóttir, 2008; Chevalier, 2011; Dashper, 2012; Adelman and Knijnik, 2013, 2017.), but these were mostly isolated efforts. Thus, the main objective of the conference was to provide a space for debate and exchange among researchers, as well as other professionals and institutions interested in these issues.

The event led to the publication, in 2015, of a special bilingual edition of the scientific journal *Mondes du Tourisme* entitled *Cheval, Tourisme et Sociétés/ Horse, Tourism and Societies*, which I edited, in collaboration with a Canadian colleague, Rhys Evans. My role as scientific director of the Tourism Equimeeting and editor of a special edition of the above-mentioned scientific journal led to the expansion of my enquiry into the socioeconomic but also geo-cultural transformations of the equine sector in France and throughout the world, creating new pillars for my work as researcher.

Horses, leisure and gender: a socio-cultural revolution

In order to understand the profound transformations of human-horse relationships in the contemporary world, I began by working on the ruptures and recodifications of representations and symbols associated

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1. Highest national school of classical riding in France.
2. French Institute of the Horse and Riding

with the horse within the emerging leisure society, from the late 18th century until our days. This research of the *longue durée* led to the publication of an article ("Popular Horse Stories and the Invention of the Contemporary Human-Horse Relationship through an 'Alter Ego' paradigm", *Journal of Sports Science*, 2017a) and two book chapters ("Le cheval réinventé par la société des loisirs en Occident: une mythologie révolutionnée / The horse reinvented by art in Western society: a revolutionized mythology?" 2015 ; "Représentations et symbolismes du cheval. La révolution contemporaine interprétée à travers les arts populaires et enfantins / Representations and symbolisms of horse. The contemporary revolution through popular and children arts", 2017).

This also encouraged me to pay particular attention to gender, opening myself up to the work of researchers from other disciplinary fields (such as historians F. Thébaud, G. Fraisse and M. Perrot, or sociologists and anthropologists M. Adelman, C. Tourre-Malen, C. Mennesson, C. Louveau, T. Terret, or K. Dashper, etc.) whose work focused more specifically on equestrian sport and gender relations. Indeed, the feminization and rejuvenation of the profile of riders on an international scale constitute fundamental components of the redefinition of horse-human relationships, their practices and representations. This compelled me to integrate another nascent field of studies into my work, as a geographer, on the premise that a cultural approach of geography may sometimes makes it possible to go beyond relations conceived only in terms of territories, and to understand the evolution of societies within their particular relations of time and space in a more global way.

In collaboration with a woman colleague from the management sciences, I also engaged in study of the adaptation of equestrian structures in France (Grefe and Pickel, 2015a) and the emergence of new equine economies, more particularly within the context of the development of trade in products and services ("The equine business: the spectacularly growth of a new segment market in France", 2015b; "Le commerce lié à l'équitation révolutionné? Un secteur bouleversé, entre traditions et innovations / The changed of equine business", 2017).

Defining equine tourism, as a potential vector for the sustainable development of territories

I was also interested in the capacity of equestrian tourism to generate sustainable development of territories, especially in rural areas, as such activities take root, as well as their potential (or lack thereof) to promote policies for the preservation of natural spaces. This work resulted in the publication of an article ("Can equestrian tourism be a solution for sustainable tourism development in France?" in the Canadian revue *Loisir et Société / Society and Leisure* (2015) and two chapters in edited volumes within the framework of comparative approaches ("Riding to sustainable rural development? Promising elements of sustainable practices in equine tourism in rural areas", 2014; "Les exploitations différenciées du développement durable. Le cas du tourisme équestre en Pays de la Loire et du surf en Aquitaine / The diverse uses of sustainable development. The case of equestrian tourism in Pays de la Loire and surf in Aquitaine", 2014).

I pursued these reflections by extending them to the problem of equine tourism, to which I gave a scientific definition as "*a movement inscribed in the leisure sphere and which takes place outside the temporality and spatiality of everyday life", and whose activities relate to an equestrian practice or an activity revolving around an equine (horse, pony, donkey, mule) through visits or events*" (Pickel-Chevalier, 2015, p.13). In this context, I sought to examine their potential to create an equine tourism cluster. In collaboration with colleagues in geography and in management sciences, I looked at the specific case of Saumur, which gave rise to two articles, ("Naissance d'un cluster touristique équin? L'exemple de Saumur (France) / Birth of an equestrian tourism cluster in France? The case of Saumur", *Mondes du tourisme*, 2015) and a research report ("Cluster touristiques sur le thème du cheval à Saumur/Touristic cluster about horse in Saumur", *Revue Espaces tourisme et loisirs,* 2016). This case study compared the conceptual approach of the cluster and more precisely, of the tourist cluster, to its possible applicability to the case of equine tourism involving

development and regional planning strategies. It led to a post-doctoral program on the topic, co-financed by the IFCE and Angers Tourisme Lab.

Tourism and equestrian heritage: exploring a process of mutual construction

Finally, I am also particularly interested in the challenges of perpetuating traditional equine practices, as they become part of processes of heritage development. In this context, I examine the role of tourism and leisure in the dynamics of conservation of equine heritage, between transmission and innovation (Lazzarotti, 2011). Equestrian traditions, like other traditions (Hobsbawm and Ranger, 2012), are constantly reinvented through processes that integrate endogenous and exogenous influences (Heinich, 2009). I did specific research on horse riding in the French tradition, added to the UNESCO heritage list in 2011, publishing my findings and reflections in an article ("L'équitation française et sa patrimonialisation dans la société des loisirs/Equitation in the French tradition and its heritagization in the society of leisure", *EspacesTemps.net*, 2016) and a book chapter ("Globalization and Equestrian Cultures: The case of Equitation in the French Tradition", 2017b). I furthered these reflections in the study of the reconversion of national stud farms in France, written up in two articles, "Tourism and Equine Heritage in France: the case study of the Cadre noir de Saumur and the Vendée Stud" published in the international journal *Current Issues in Tourism* in 2019, and "Le tourisme, agent de conservation patrimoniale des Haras nationaux en France? De la perpétuation à la reinvention/Tourism as agent of conservation of national studs' heritage in France? From perpetuation to reinvention") which came out in 2020a, in the journal *économie Rurale*.

The scientific and intellectual emulation of this international and often specifically European work, in connection with the evolution of human-horse relationships and practices in the contemporary world, led me to create the HORSUS (Horse and Sustainability) team, which today brings together 28 researchers of 14 different nationalities. As a group, we have submitted two European Horizon 2020 projects which seek to capture the dynamics of conservation – between perpetuation and reinvention – of equine heritages in Europe, integrating the challenges of development and regional planning (2015 and 2017). I continue these projects today in the aftermath of my recently edited dossier for the journal *Mondes du tourisme,* devoted to the topic of Tourism and Intangible Horse Heritage (2020). In my introduction to the articles that make up the dossier, I define the notion of equine culture as " *a system of practices and representations related to equines, shared by a community that unites around it. Equine cultures go beyond but also include the notion of equestrian culture, centred more specifically around equitation. In other words, the concept of equine culture is a broad one which covers the whole range of relations constructed around horses and equids, in their diverse functions (ridden, driven, under rein and saddle, at liberty, etc.) and representations.*" (Pickel-Chevalier, 2020b, p.1). My introduction in followed by six contributions that analyse the interactions between tourism, intangible heritage and equine cultures in seven different countries, in addition to a text of my own, a comparative study of three European classical riding schools (Saumur, Jerez and Lisbon). "Tourism as an agent of reinvention for European equestrian intangible heritages. The case of three great public Classical Riding Schools" (Pickel-Chevalier, 2020c)

I will soon be publishing a book on this theme research, about the three classical riding schools in Europe (The Cadre noir de Saumur; the Royal Andalusian School of Equestrian Art and the Portuguese School of Equestrian Art) at ISTE publishing (*Cheval, Tourisme et Patrimoine. De la mise en tourisme des écoles de tradition équestres européennes*).

In the context of these diverse projects, I was elected president of the Scientific Committee of the French Mission for Equestrian Culture, which, under the aegis of the French Ministry of Culture, aims to promote the preservation of equine cultures and equine traditions in France and around the world. My objective is therefore to continue, through national and international collaborations and continental projects such as

Horizon Europe, to explore the complexity of processes of co-constitution of tourism and equine heritage, in all their remarkable diversity.

Written by Sylvine Pickel-Chevalier, UFR ESTHUA Tourism and Culture, University of Angers, France
[Read Sylvine's letter to future generations of tourism researchers](#)

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78. INNOVATION IN TOURISM DESTINATIONS - Contributions by Birgit Pikkemaat

Involvement and development

My first contact with tourism research was in the field of information search and travel decision-making among tourists; at that time, everything was still analogue and published under my maiden name Mäser (Weiermair & Mäser, 1996; Mäser & Weiermair, 1998). As this research area was not solely driven by scientific interest but by my personal interest in travel, I completed my PhD thesis and became aware of other topics, such as cultural issues of tourists (Pikkemaat & Weiermair 2001), event management (Peters & Pikkemaat, 2005a) and crisis management at tourism destinations (Peters & Pikkemaat, 2005b).

The latter triggered my interest in destination management and shifted my focus more to the tourism supply side. At that time, the tourism industry was characterized by predominantly saturated markets, at least in Tyrol where I settled down. As we often discussed Butler's (1980) "tourism area life cycle model" in tourism lectures and classes, I quickly asked myself about the further development of Tyrol, as a saturated tourism destination, and was convinced that the tourism industry would soon need to develop new products and innovations for rejuvenation. From then on, I was passionate about innovation research in tourism (Pikkemaat, 2008; Pikkemaat & Zehrer, 2016; Pikkemaat, Peters & Chan, 2018).

Innovation research was still in its infancy at the turn of the new millennium and only began to develop slowly. Since the concept of innovation is a very broad one and is applied in a wide variety of research contexts, I concentrated my research on small and medium-sized tourism enterprises in rural areas with fragmented destination structures and managerial deficits. At the beginning of my innovation research contributions, I was fascinated by the concept of innovation, and how to conceptualize and measure it both at the micro and small business level and at the destination level (Pikkemaat & Weiermair, 2004; Pikkemaat & Peters, 2005). Thus, it was mainly the article by Johannessen et al. (2001) on innovation as newness: What is new? How new? And new to whom? that stimulated further avenues of my innovation research.

Growth

The measurement of innovation in the destination context is particularly exciting, as other influences, such as the cooperation between key stakeholders and different entrepreneurs (families), but also the role of the destination management organization, determine the development of innovative products and services and thus the long-term success of the destination (Pikkemaat & Weiermair, 2007). Especially in community-model destinations, the entrepreneurial network, cooperation, and knowledge are decisive for an innovative development of the destination (Pikkemaat, 2008), in addition to competition, location and resources.

The majority of small hotel entrepreneurs in rural areas focus on product innovations or hardware investments, such as architectural redesign or new facilities and buildings while process innovations or software investments are neglected. The desire to be the first mover is often not very pronounced, with copy and paste being the predominant innovation strategy, resulting in only incremental changes at a low level of innovation (Pikkemaat, Peters & Chan, 2019). However, key determinants for successful tourism innovation seem to be the entrepreneur, his/her knowledge and leadership, cooperative behavior, and personal characteristics, such as being open-minded, social, and prepared to take risks.

Another important factor fostering innovation activities even in SMEs seems to be employees' engagement, achieved through measures such as continual training and empowerment (Peters & Pikkemaat, 2005b). Highly skilled and open-minded employees are needed to create an innovation-friendly culture within the firm and to help transform ideas into successful innovations (Grissemann, Pikkemaat & Weger, 2013). Therefore, innovation-supporting structures are needed which ideally cover all parts of a firm in a comprehensive network. However, establishing such an innovative culture that involves all employees is only possible where there is a mutual symbiosis between entrepreneurial management and employees, and becomes even more complicated at the destination level.

Since small tourism firms are often faced with deficits in strategic orientation and innovation, not only employees but also customers appear to have a decisive influence on innovation management in SMTEs as their inclusion in the tourism experience enhances innovative developments and fosters innovation in small tourism firms (Pikkemaat & Zehrer, 2016). As a prerequisite, tourism experiences must be appropriately managed by collecting and evaluating relevant market information on customers' needs, expectations, and satisfaction (Pikkemaat & Peters, 2006). Moreover, it seems that tourism firms and DMOs tend to be less aware of the importance of customers as innovation co-creators and stimulators of innovation management processes (Pikkemaat, Peters & Chan, 2018).

DMOs take a leading role in fostering and developing innovation initiatives in their communities but their success depends heavily on governmental structures and policies in the region. Unless all destination stakeholders can recognize the importance of innovation and of identifying the need for cooperation, an efficient innovation management at the destination level seems to be extremely difficult. Consequently, to gain new impetus and trigger innovation in tourism, the innovation process must become more open: not only customers but all stakeholder opinions should be treated as valuable sources for improving products and services (Pikkemaat & Peters, 2015).

Maturity and rejuvenation

To return to the beginnings of my innovation research, it was Anne-Mette Hjalager (2010) whose work later guided me, both in teaching and research. Ever since she published her article "Innovation research in tourism", I had always wanted to write a systematic review linked to her 10 research gaps, showing the progress made in innovation research. Nearly ten years later, we accomplished this, coming up with research streams and actions for the future of innovation research in tourism.

Following our analysis, scholars have developed a lot of new knowledge about innovation in tourism, e.g., about technological context, organizational context, public-policy context, experience context, knowledge and determinants of innovation, network-cooperative context and reviews and typologies. More research is, however, still needed in areas such as small and micro enterprises, eco-innovations, governance and policy (Pikkemaat, Bichler & Peters, 2019). So, there is still a lot to do, and we can safely say that we are not running out of work in the field of innovation research in tourism!

However, after 8 years of experience in private industry, during which I founded and successfully ran a private research firm (you can read more about that in my letter), I decided to re-enter academic life in 2016 – which became possible through the newly established tourism research team of my friend and research partner Mike Peters at the University of Innsbruck. I immediately made a decision to let myself be guided more by my young, highly motivated, and wonderful colleagues and co-authors Bernhard, Sarah, Tanja, Ursula, Marius, and Johnson, which also signified a move away from innovation research. This has given rise to fabulous research projects, such as recent analyses of a superspreader destination (Mayer, Bichler, Pikkemaat,& Peters, 2021), responsible tourism behavior after COVID-19 (Eichelberger, Heigl, Peters & Pikkemaat 2021), the understanding of students as hosts (Petry et al., 2021), online destination image (Jiang, Chan, Eichelberger, Ma & Pikkemaat, 2021), determinants for revisiting restaurants (Bichler, Pikkemaat & Peters, 2020), entrepreneurial ecosystems (Eichelberger, Peters, Pikkemaat & Chan, 2020), and

the crowding-satisfaction relationship of skiers (Pikkemaat, Bichler & Peters, 2020). I would not have missed these outstanding experiences for the world as they have broadened my horizons, such that I am now more open than ever to new ideas and exciting projects.

Written by Birgit Pikkemaat, University of Innsbruck, Austria
Read Birgit's letter to future generations of tourism researchers

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79. CONSUMER EXPERIENCE - Contributions by Nina K Prebensen

A story of a research journey: A process approach

Introduction

My academic career started in Alta in 1988. I was hired to help teach tourism students with subjects such as marketing, marketing research, management, and strategy. My master's degree was within marketing and strategy at the Norwegian Business School in Bergen, Norway. Subsequently, I applied general perspectives of marketing into the empirical field of tourism. The experiential side of tourism (the process of being and doing—during the experience) was lacking in the marketing and management literature.

After some years as an assistant professor, I met and learned from numerous skilled scholars. People like Professor Ning Wang, presenting concepts such as authenticity, encouraged me to study tourism from a psychological perspective.

My PhD, focusing on tourist motivation, was a starting point for appreciating scholars open to new and promising perspectives. And by this I started to acknowledge tourism as more than an empirical field—and more than an industry providing services to a defined market. Following the lead of scholars within the Nordic School of Marketing, i.e., Gummeson, Grönroos, and Strandvik, in addition to scholars proposing new marketing and management logics, i.e., Varo and Lusch, I started to read up on and study "why" and "how" people travel on a tourist journey during their vacation. The concept of value co-creation became captivating. And together with a group of Norwegian scholars, a research submission for the Norwegian Research Council took form. The present paper will tell my story as a researcher within tourism and value co-creation. Hopefully, it will support younger scholars with ideas and ways to structure, put forward, and publish their research. New paths in tourism research are encouraging.

The research project Northern InSights (Opplevelser i nord) took place in Northern Norway over the period 2010–2017. The focus was on value creation and innovation within the tourism industry from the tourist and the firm's perspectives. As Northern Norway is known to host tourists from all over the world, new knowledge in terms of tourist segments, value creation, and value co-creation was promising.

The aim was to develop a systematic understanding of how sustainable value, that is, experience value for customers and value for firms, is created and co-created between the host and guests, and between the actors with and within the "servicescape". The project was based on theoretical perspectives such as service-dominant logic, perceived value, sustainability, and cultural differences in consumption.

The research project Northern InSights became a major national and international player in the building of a strong and competitive academic environment that worked in productive collaboration with the tourism industry, offering valuable knowledge for future value creation. The project included three work packages involving 18 defined proposals (single projects).

In close collaboration with tourism enterprises, the project developed a better understanding of the meaning of co-creation and innovation in the tourism industry, and how it leads to new and improved services while also increasing the creation of experience value for the participating actors. The project offered insights into how research can improve value creation in tourism, for both businesses and visitors.

Tourists' roles and resources in terms of value creation have experienced an increased focus over the last

decade. The present paper presents a research journey in exploring, describing, and testing causes and effects of tourist perception of value and their participation in value co-creation processes (Prahalad & Ramaswamy, 2004). The service-dominant logic (S-D logic) of marketing (Grönroos, 2006; Lusch & Vargo, 2006; Vargo & Lusch, 2004, 2006, 2008) and the perceived value concept (Prebensen, Chen, & Uysal, 2018; Sheth, Newman, & Gross, 1991; Williams & Soutar, 2009) acknowledge the significance of the consumer, i.e., the tourist as an active and partaking actor in value creation and co-creation, and thus the tourist is fundamental for the present research.

Theoretical and empirical perspectives

The theoretical and practical perspectives of marketing management were until the 1970s dominated by consumer goods. In the 1980s and 1990s, the differences between goods marketing and services marketing were explored and the understanding for relationships, networks, and interactions developed. This process of revealing services marketing, as distinct and different from product marketing, put forward four characteristics of services: intangibility, inseparability, heterogeneity, and perishability. However, Vargo and Lusch (2004) argue that the prototypical characteristics identified do not distinguish services from goods and that they only have meaning from a manufacturing perspective. In this line of reasoning, Vargo and Lusch (2004, 2008) suggest a new logic, service-dominant logic, as distinct from product-dominant logic, and put forward the vital differences between services (plural) and service (singular). Services are delineated as either a restricted type of (intangible) good (i.e., as units of output) or an add-on that enhances the value of a good, while service is outlined as a process of doing something for another party—in its own right, without reference to goods—and service is identified as the primary focus of exchange activity. This process of academic discourse gradually laid the ground for the integrated goods/services approach that is now the major question for researchers within tourism and experiences as well as service researchers and practitioners alike.

In the consumer behaviour literature, customer value is delineated as the price paid minus the benefits that the product proposes (Parasuraman, Zeithaml, & Berry, 1985). Within this perspective, the price paid, and the effort put into it, i.e., planning, travelling, helping others, and reading about the destination, are regarded as cost. In experiential consumption, these activities may be benefits for the consumer and may possibly add value to the coming experience. Perceived value such as feeling good, enjoying a meal with friends or relatives, learning from reading a book, contemplating, and searching for novel experiences needs to be taken into consideration regarding experiential consumption. In 1995 Holt published the key article on "how consumers consume", presenting four consumption forms: experiencing, playing, interaction, and classification. While experiencing and playing are described as happening "in-the-moment", delineated as autotelic consumption behaviour, the two latter forms are described as instrumental consumption behaviour. This classification of consumer behaviour demonstrates the imperative of recognizing the construct "time" in consumer behaviour—when does a tourist participate in creating value, in addition to "why" and "how".

Tourist consumption includes three phases of consumption, i.e., before, during, and after the experience (Prebensen, Woo, Chen, & Uysal, 2012, 2018). In the book chapter (Chapter 2) by the editors (Creating experience value in tourism), a tourist experience driver model (TEDM) including personal and environmental factors as well as the trip partaking experience is outlined. The personal driver relates to an individual's characteristics and is described to be comparatively profound and the most diverse and comprehensive driver—ranging from socio-demographic traits to psychological elements such as personality. The environmental driver deals with non-personal influences such as appealing, informative promotion materials of the destination giving rise to an induced image and consequently driving tourists' decisions. The trip partaking experience starts as early as the tourist shows a desire to take a trip and motivates the consumer to take further trip-related actions in terms of decisions and booking. While being at the destination, the tourist will make numerous evaluations, dependent of their expectations.

In experiential consumption, most tourists choose an active way of dealing with situations and people (Prebensen & Foss, 2011), indicating the imperative of acknowledging the consumer as an active part in creating value in tourism experiences.

The foundational premises are that tourists travel because they want to, and not because they must. They travel to pursue personal interests, enjoy other environments, and nurture personal needs and wants. This simple, but major, aspect of travelling matters—and brings major concern into the experiential side of all consumption. Subsequently, tourism provides empirical as well as theoretical perspective into consumer behaviour literature.

Consumers' role as resource integrators in value creation processes is discussed in the literature (e.g., Baron & Harris, 2008; Navarro, Andreu, & Cervera, 2014;Vargo & Lusch, 2004). According to these scholars, research reveals that consumers partake in co-creating value with employees, other consumers, and the setting (e.g., Carù & Cova, 2003; Grissemann & Stokburger-Sauer, 2012; Prebensen & Foss, 2011). Consumers who participate in creating value in the consumption process are shown to be more satisfied than passive agents (e.g., Navarro, Llinares, & Garzon, 2016; Prebensen et al., 2015; Troye & Supphellen, 2012). Building on the call for more research on the vital role of consumers in value creation and value perception processes (e.g., Rihova, Buhalis, Moital, & Gouthro, 2015), my research journey focused on the participating role of the tourists in value creation processes, and further on antecedents and consequences of such behaviour and value perceptions. This brings us to acknowledging the difference between consumption as a process versus consumption as a result, where tourism to a great deal encompasses the process of experiencing.

The overall research model of the project is about acknowledging why and how tourists participate in creating experience value for themselves and others, and thereby participate with various experience providers in creating value for the companies and the employees. The starting point of the research project was therefore to explore and delineate the issue of "tourism experience" and "perceived experience value". Then the research team included various research perspectives and theories argued to be vital in experience-based consumption (the outer circle in Figure 1)—followed by definitions of research questions and hypotheses. Next, various methods and empirical settings were demarcated, with the aim of providing theoretical, empirical, and practical knowledge. In addition to publishing journal articles and books, numerous presentations were performed with a core aim to provide the industry partners with relevant knowledge (inner circle in Figure 1).

Below, an overview of the theoretical perspectives, methods used, and practical implications the project aimed for is presented.

Figure 1. The research project: exploring and testing tourist experiences.

As the insights into various perspectives and theories on value co-creation in tourist experience settings developed, hypotheses and research questions emerged. A central idea was to outline and define tourist experience and experience value and explain how experience value endured through participation, i.e., co-created, by the various actors. In addition, the project aimed to explore and test the drivers (antecedents) and the consequences of experience value. The model in Figure 2 shows the key variables in the activity of tourists participating in creating experience value and the antecedents and consequences of this value creation process. The arrows in the model indicate a positive relationship between the variables, and they are outlined and tested one by one and published in tourism journals and books. Antecedents outlined are tourist motivation, involvement, knowledge and skills, and interest, as well as travel time and trip-related planning. Consequences measured are tourist satisfaction and loyalty, including intention to repurchase and telling others about the experience (word of mouth) as well as perceived quality of life. Co-creation was reflected by physical and mental participation. Felt level of mastery was also tested to affect perceived value positively.
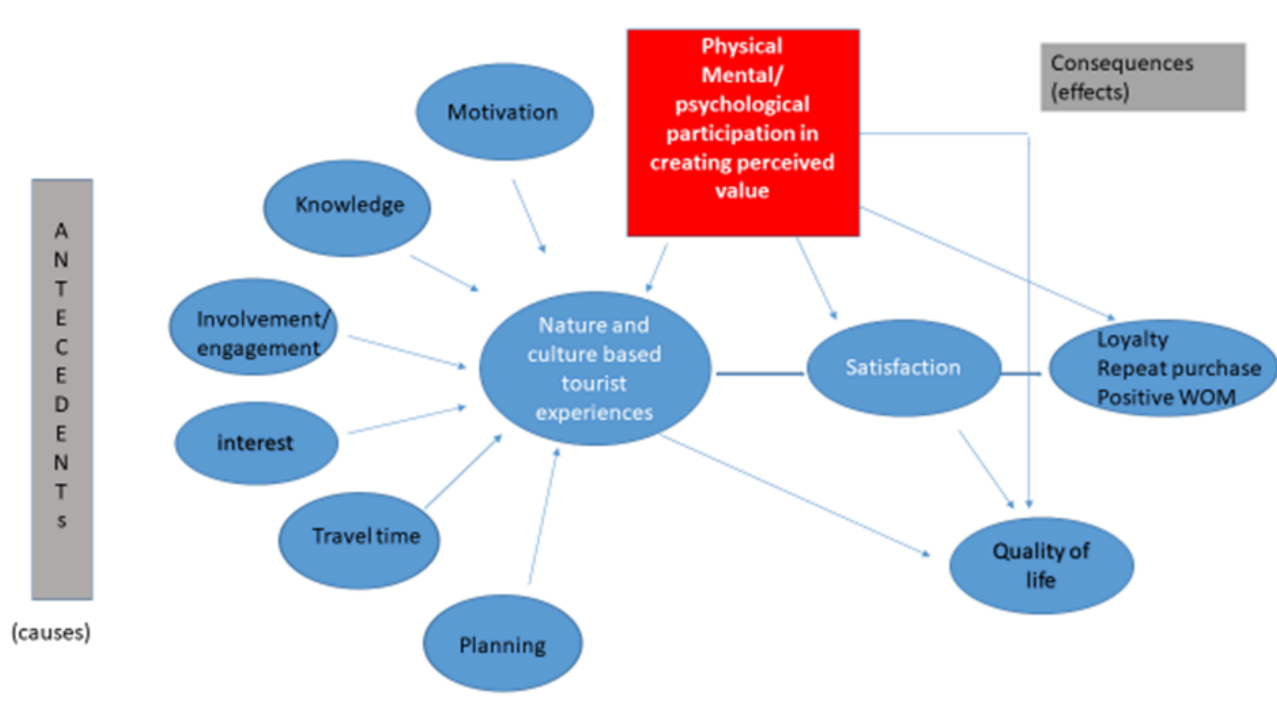
Figure 2. Testing antecedents and consequences of tourist experience value

Momentary experiences—Value perception: costs versus benefits?

Our understanding of consumer perception of value draw on research on the service quality literature (Parasuraman, Zeithaml, and Berry, 1985), servicescapes (Bitner, 1992), and experiencescapes (O'Dell & Billing, 2005). Experiential consumption, such as traveling during one's vacation, involves "a steady flow of fantasies, feelings" (Holbrook & Hirschman, 1982, p. 132) because these feelings are valued by the tourists. Holbrook (1999) defines consumer value as a relativistic preference characterizing a consumer's experience of interacting with some object (i.e., any goods, service, thing, place, event, or idea). In the relativistic view, consumer value is comparative, personal, and situational. Following this line of thinking, researchers have studied key factors, such as role clarity, motivation, and ability, affecting consumer participation in creating value (Meuter, Ostrom, Roundtree, & Bitner, 2000).

Most researchers define value as the results or benefits customers perceive in relation to the total costs they have expended (which include the price paid plus other costs associated with the purchase). Baier (1966, p. 40) defines value as "the capacity of a good, service, or activity to satisfy a need or provide a benefit to a person or legal entity", and thus it includes any type of exchanged and co-created value of tangible or intangible character. Butz and Goodstein (1996) define customer value as the difference between what customers receive in relation to the purchase (benefits, quality, worth, utility) and what they pay (price, costs, sacrifices). This results in a product-related attitude or emotional bond that is used to compare what competitors offer (Gale, 1994). The challenge is to acknowledge what customers perceive as costs and benefits in various empirical settings.

Research reveals that customers who perceive that they receive "value for money" (Zeithaml, 1988) do seem to be more satisfied than those who receive less value for money. Nevertheless, this research falls short in that it excludes value as a highly personal, idiosyncratic construct, which may vary widely from one customer to another (Holbrook, 2006; Zeithaml, 1988). Likewise, it regards customer input or resources as mere perceived costs that reduce the overall value for the customer rather than adding value. Tourists consume a bundle of food, lodging, and other experiences during the journey, with different levels of service

quality offered by a range of firms. All in all, these products, services, and experiences are produced and consumed in a time frame, with a certain amount of effort, and at a certain price, that more often enhances the value because tourists prefer being present, being involved, and participating in the value creation process. Finally, sometimes they even prefer to pay higher prices in a spirit of conspicuous consumption (e.g., Bagwell & Bernheim, 1996).

Tourist value as a construct resides within an evaluation framework, in terms of time, space, and costs (Crotts & Van Raaij, 1994). The value of a tourist journey or experience probably resides in the sum of many experiences. Sheth and colleagues (1991) suggest that consumers buy or use a certain product, services, or experiences rather than another by integrating their sense of cost and benefits in their value concept. In a similar way, Williams and Soutar (2009) incorporate value for money, as a cost, into a functional value component. Woodruff (1997, p. 141) claims that value perception is "a customer's perceived preference for, and evaluation of, those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goals and purposes in use situations". Building on Woodruff's "perceived preference" for a tourist who prefers to spend time and effort on a tourist trip (planning, discussing, deciding, travelling, and being), the time and the effort might be regarded as a value for the tourist as well as a cost.

Tourism researchers (e.g., Gallaraza & Saura, 2006; Prebensen & Xie, 2017; Williams & Soutar, 2009) have focused on evaluation of the experiential element of consumption, delineated as perceived value. In addition to the quality of the service provider and the price paid (SERVQUAL), experiential consumption includes elements such as emotions, social impacts, and epistemic value—where the latter involves learning, searching for novel experiences, and authenticity.

To sum up, service quality measures typically include the value of personal service, the surrounding natural environment, and other tourists. However, they do not typically include the value of individual tourist resources. Prebensen, Vittersø, and Dahl (2013) revealed that tourist resources, in addition to personal service, environment, and other visitors, enhance the experienced value of a trip significantly. These findings are discussed considering the service-dominant logic, identity, and self-worth theories and the imperative of including the customer resources in recognizing experience value.

Value co-creation

Vargo and Lusch (2004, p. 2) claim that "resources are not: they become". The present work adopted this perspective and asserted that "experience value becomes through co-creation processes". Spending time together with family and friends, enjoying good food in a restaurant surrounded by beautiful nature, or having a physical experience walking up a mountain could be utilizing resources in producing and consuming highly worthwhile and memorable experiences (Kim, Brent Ritchie, & McCormick, 2012). The time, the effort, or even the money spent are important resources that contribute to how tourists become involved in host–guest interactions. The present research thus views the tourist as a participant in the value creation process by bringing various types of customer resources and efforts into the experience value scene.

Co-creation of experience value can be defined as the tourist's interest in mental and physical participation in an activity and its role in tourist experiences. In essence, the customer partakes mentally and physically in an experience. A tourist journey may also function as an opportunity for tourists to shape (create) their identity or self-concept (Rosenberg, 1979). In such cases, visiting a certain destination has a symbolic value for the tourist. Research describes instrumental actions in two different ways (Holt, 1995): the journey or a certain destination may function to extend one's self, i.e., self-extension processes (Belk, 1988) or to reorient one's self-concept to align it with an institutionally defined identity (e.g., Zerubavel, 1991). When a consumer participates in co-creating experiences, for instance, Miller (1987) claims that unique niche products are easier for the consumer to identify with than mass-produced consumption objects. Identity-altering or self-

realization processes can also be a result of a "feeling of loss" (Giddens, 1990, p. 98). It is claimed that those who cannot realize their authentic selves in everyday life may use tourist trips to reach this goal (Wang, 1999). Co-creating valuable experiences then may be a function of such identity-altering processes.

Co-creation may function as a moderator between perceived value and satisfaction (Prebensen, Kim, & Uysal, 2015) or as an antecedent for perceived experience value (Prebensen & Xie, 2017). Both hypotheses are adequate and need further investigation.

Antecedents of perceived experience value

Co-creation of experiences, as a theoretical construct, considers the consumer an active agent in the consumption and production of values (Dabholkar, 1990), and regards customer motivation, involvement, and knowledge as essentials for defining and designing the experience. In addition to participation and involvement, co-creating experiences during a vacation involves interaction with other people (e.g., host and guest) and with products and services in various servicescapes (Bitner, 1992), and results in increased (or decreased) value for themselves and others, in that it is an "interactive, relativistic, preference experience" (Holbrook, 2006, p. 715). This perspective emphasizes the emotional state of consumption (Kim et al., 2012).

The impact of the physical surrounding of servicescapes for customers and employees, along with the service provided (e.g., Parasuraman et al., 1985), involves people differently in terms of how they create and co-create their own and others' tourist experiences.

Analysing the perceived value of experiences by the impact of individual motivation, involvement, knowledge/skills, and perceived mastering, as well as the time, effort, and money put into the value creation, provide theoretical and empirical knowledge about value creation in tourist experiences. This knowledge will help tourist providers to focus on the drivers of overall experience value for the tourist, and thus help firms enhance their own overall value as well (Smith & Colgate, 2007).

Consumer participation is outlined to reflect a state of involvement (Cermak, File, and Prince 1994). Involvement is defined as a motivational state of mind that is goal directed (Mittal, 1995). The extent to which people are interested in—and participate in—tourist activities ranges from watching passively to active enactments. The activity may further be mental portrayal and/or physical performance. As Vargo and Lusch (2004) advocate that consumers should always be acknowledged as co-creators of value, they suggest that firms can only propose or facilitate for customer value through customer participation in such creation. The degree of participation and the way customers participate may nonetheless vary (Holbrook, 1999; Pine & Gilmore, 1999). According to Pine and Gilmore, a consumer experience with an on-site activity may be consumed differently in different settings.

Interest, delineated as liking and wilful engagement in a cognitive activity, can be displayed in several ways, including active engagement, paying attention, and learning (Silva, 2006). Interest affects our emotional engagement in a task and the extent to which we engage in deeper processing (Schraw & Aplin, 1998).

Interest is related to the construct of involvement, which is commonly defined as a consumer's enduring perceptions of the importance of the product category based on the consumer's inherent needs, values, and interests (e.g., Mittal, 1995). Product involvement has been extensively used as an explanatory variable in consumer behaviour (Dholakia, 1997). It has been established that the level of involvement determines the depth, complexity, and extensiveness of cognitive and behavioural processes during the consumer choice process (e.g., Chakravarti & Janiszewski, 2003; Laurent & Kapferer, 1985). Interest as part of the involvement construct is therefore a central framework, vital to understanding the value enhancement processes in consumption (Chakravarti & Janiszewski, 2003). Theories of interest split into two fields: (1) interest as part of emotional experience, curiosity, and momentary motivation and (2) interest as a part of personality, individual differences, and people's hobbies, goals, and occupations (Silva, 2006). While personal, individual interest develops slowly over time and tends to have long-lasting effects on a person's knowledge and

values, situational interest is usually evoked more suddenly by something in the environment and may have only a short-term effect, marginally influencing an individual's knowledge and values (Krapp, Renninger, & Hidi, 1991). As the present research refers to a context-specific activity, which is environmentally and spontaneously activated (Hidi & Anderson, 1992), the situational aspect of interest is focused.

Consequences of value perception

Relationships between perceived value and satisfaction have occupied researchers in recent decades (e.g., Cronin, Brady, & Hult 2000; Holbrook, 1999). Their objective has been to develop an improved understanding of the value construct and its relationship with satisfaction. Hallowell (1996, p. 29) defines satisfaction as the result of a customer's perception of the value received "where value equals perceived service quality relative to price." Fornell et al. (1996, p. 9) emphasize perceived value, claiming that "the first determinant of overall customer satisfaction is perceived quality . . . the second determinant of overall customer satisfaction is perceived value."

Research (Troye & Supphellen, 2012) shows that when consumers engage in self-production, they positively bias their evaluations of an outcome (a dish) and an input product (a dinner kit). The study by Troye and Supphellen has further revealed that perceived self-integration (perceived link between self and an outcome, that is, partaking in cooking) partly mediates the positive effect of self-production on outcome evaluation. Consequently, partaking in an experiential consumption practice is mental or physical and is expected to positively affect evaluation of the experience.

A recent study by Mathis, Kim, Uysal, Sirgy, and Prebensen (2017) indicates that tourists' satisfaction with the co-creation experience positively affects satisfaction with vacation experience and loyalty to service providers. Furthermore, the level of involvement and engagement of the co-creation experience intensifies the level of satisfaction with that experience. In addition, customer engagement is crucial for understanding customers' behaviours such as loyalty to brands (So et al., 2014). In this respect, if a tourist can co-create value actively, then his or her satisfaction with the relationship is likely to be amplified, spilling over to the tourist's satisfaction with the travel experience. Andrades and Dimanche (2014) argue that tourists' state of feeling physically, mentally, and emotionally engaged with the tourism activity makes their experience memorable.

Methods

Tourists visiting firms in northern Norway made up various study cohorts through guest surveys and depth interviews with tourists. The firms chosen involved winter tourist activities in nature, such as dog sledding, sea rafting, an ice hotel visit, and snow scooter activities. Tourists visiting winter tourist companies in a three-month period (from mid-January to mid-April) were asked to complete the questionnaire. The survey was conducted by a professional consulting company and well-trained research assistants. To ensure a feasible sample size for the purpose of advanced analysis, the data collectors were instructed that a minimum of 150 valid questionnaires should be secured at each visitor attraction and for each survey. The questionnaires were randomly handed out to respondents visiting the companies on days with a certain tourist flow and were collected immediately on their completion. The collectors also provided the respondents with a brief description of the importance of answering all the questions if possible. Altogether, five surveys were conducted during the project.

Scales

Perceived value of the winter tourism experience was measured using scales developed by Williams and Soutar (2009), who generally mirrored the work of Sweeney and Soutar (2001) and partially Bello and Etzel (1985).

Antecedents such as motivation, involvement, knowledge, time, and effort were based on other empirical works. The same goes for consequences such as satisfaction and intention to revisit or recommend the experience (e.g., Petrick, Morais, & Norman, 2001).

Findings and conclusion

This story is about a research journey building on other publications in consumer experience research and focusing on differences and similarities between tourism and other consumption settings. Many side paths have been visited. Some dead ends have also been encountered. However, being part of a tourism research community has always signalled the main direction and journey. I am very pleased to see that tourism journals such as *Annals of Tourism Research*, *Tourism Management*, and *Journal of Travel Research* have received high ranking and impact factors—and as such have moved up the "qualification" level as well.

One of the key issues in the project presented above was to acknowledge and define tourist experience and experience value. Furthermore, we wanted to explore and test the relationship between customer participation in creating value and customers perceived experience value. Definitions and scale developments have been part of the research.

Antecedents such as motivation, involvement, and knowledge affect the perceived value of a tourist experience. As such, we replicated earlier findings in that matter. We also explored the idea of time and effort as costs in consumer behaviour—in tourism. We find that the more time and effort the tourist had employed, the higher he or she valued the experience—and the more satisfied they became. This finding is completely opposite of conclusions in consumer behaviour and branding literature, where time and effort are seen as costs for the consumer. In experiential marketing, participation and co-creation are essential to enhance the experience value for the customers.

Furthermore, customers not only want to participate in value creation, but the co-creation of value is also vital for tourist evaluation of the experience (satisfaction), which is a premise for future intentions to revisit the place. Our findings imply that the aim of enhancing tourists' intention to revisit depends on their participation in creating experience value (physically and emotionally). Felt mastering shows the same tendency, pointing to an important issue for tourism businesses: exploring their customers' mastering levels and developing experiences within their range of mastering.

My research journey may in many ways be compared to a tourist journey. In aiming for publications and research funding, you experience that it is in the process and in the relationships developed where you find the most valuable questions and answers. However, the most important lesson learned is the importance of being part of highly skilled scholarly teams, i.e., the American team (leading partners: Prof. Chen and Prof. Uysal), the Australian and Asian team (leading partners, Prof. Lee, Asst. Prof. Tkaczynski), the European team (leading partners: Prof. Campos, Prof. Font, Prof. Ramkisson), and the Scandinavian team (leading partners: Prof. Lyngnes, Prof. Lee, Prof. Björk, Prof. Mossberg, and Prof. Kleiven).

*Written by Nina Preben*sen, *USN University of South-Eastern Norway (USN), Norway*
Read Nina's letter to future generations of tourism researchers

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80. SUSTAINABLE TOURISM KNOWLEDGE - Contributions by Julianna Priskin

I consider working in academia a noble pursuit and thrive when I can learn and contribute to anything to do with sustainability. I grew up in some exceptional natural environments in Europe and Australia, and I have deep values and beliefs about caring for nature and people. It is no wonder that I ended up becoming a specialist in sustainable tourism with a curious mind. Despite the passionate approach, I chose to work part-time in academia, and so my publications seem like drops in the ocean – hence the artwork accompanying this text! To me, they are golden. Over the past 20 years now, my research changed focus from dealing with natural resource management issues at destinations to addressing sustainable consumerism by more effective communication and marketing. I have published a range of classic academic papers and industry publications.

My first academic contribution (Priskin, 2001) remains relevant and highlights **the importance of taking an integrated account of natural heritage resources**. This study showed how little effort is required for decision-makers to take stewardship about regional land capability and compatibility between biodiversity conservation and tourism. This study also turned into a broader strategic tourism planning study that directly supported local government policymaking in the Central Coast Region of Western Australia. As part of this study, I spent months meticulously analysing aerial photos between the 1960s to 2000s to investigate the vulnerability of some 300 km of sandy coastal environs. To date, this study remains one of a few that shows how **tourism and recreation can be incremental forces and sources of disturbance over decades** that need serious attention at the minor scales to avoid ecological damage, as well as substantial restoration costs to public and private stakeholders (Priskin, 2003).

Analysing the visitor experience has fascinated me for a long-time, mainly how to drive more responsible actions. I had the privilege to study visitor interaction with nature in national parks in Canada and showed that **different visitor experience dimensions can be facilitated to support biodiversity conservation values** (Priskin, 2007). To date, much of achieving Sustainable Development Goals will depend on

continuing to foster more responsible visitor experiences that have the power to drive pro sustainable values and beliefs amongst those who are still not affine to sustainable development principles.

Driven by my position at an Applied University over the past ten years, I had to conduct research projects deemed directly relevant for the tourism sector. In doing so, most of my contributions have been in the broader discipline of sustainability marketing and communication (Vincenz et al. 2019, Ponnapureddy et al., 2020) and profiling consumers on their sustainability choices (Walsh et al, 2021). By understanding causal relationships between message design and consumer actions, I believe **we can drive more responsible consumption and accelerate change towards sustainability.**

If I look back at my entire academic career, it seems my sustainable tourism research contributions are like tiny drops in the ocean, despite their importance and relevance. I sincerely believe we need more focus on understanding how to drive more responsible human behaviour. At the end of the day, **people make decisions for societies and the biophysical planet. We can only transform tourism to be a force of good, if we inform, enable, and empower each tourist to choose "good actions" for better outcomes**. I choose to contribute more to this in the future!

Written by Julianna Priskin, Lucerne University of Applied Sciences and Arts, Switzerland

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81. A JOINT EFFORT TO ACHIEVE BETTER RESEARCH METHODS FOR RESPONSIBLE TOURISM - Contributions by Yael Ram

Research is a joint effort. You never do things alone, but with your colleagues and research team. Hence, my contribution is added to the collective effort to promote and advocate for **responsible and sustainable tourism** while **using responsible and solid research methods.** Sustainable tourism will allow the next generations to enjoy the assets of the earth and the locals to benefit from tourism. Resilient and sustainable tourism is the key to ensuring the natural environment and mitigate climate change. Valid and reliable research methods are the keys to responsible science. Hence, like many other researchers, I see the two constructs: responsible tourism and research methods, as inseparable.

I am involved in three interrelated areas of sustainable tourism research: environmental issues, tourism and gender, and sustainable transportation.

First, I joined the research on **tourism and the environment**. I extended my knowledge in Ecosystem Services conceptualization and joined the EU COST action of Tourism, Wellbeing and Ecosystem Services (TObeWELL). Consequently, we published two quantitative works (Smith & Ram, 2017; Ram and Smith, 2019) on the impact of landscapes. After that, I was asked by The Ma'arag (the organization for assessing the state of Israeli's nature) to lead the Cultural Service chapter in the Israeli National Assessment of Ecosystems Services. As part of this project, I worked to assimilate the framework of "Cultural Ecosystem Services" among Israeli Scholars. The products of this intensive work include two reports (Ram, 2017, 2020) and a methodological paper (Lotan et al., 2018), which offers mapping methods for ecosystems assessment.

Second, I was engaged in **gender studies.** Tourism is a highly gendered industry, and it has high rates of sexual harassment. My interest in the topic started well before it was well-known and developed as it is today. In fact, our review paper regarding sexual harassment in tourism (Ram et al., 2016) was initially rejected by a leading journal, stating the topic is not interesting enough. However, this rejection did not weaken my interest in the subject, and I even extend my study, to investigate the working conditions of employees in the tourism industry (Ram, 2019). Recently, I did a systematic review on the issue of sexual harassment in tourism in light of the Metoo movement (Ram, 2021). On the front of LGBT tourism, I cooperated with an LGBT scholar, Dr. Kama, as well as other scholars, and together we quantitively examined the perceptions of tourists (gay and non-gay) on LGBT tourism to Tel Aviv, Israel (Kama & Ram, 2020, Ram et al., 2019).

Third, I collaborated in several studies on **tourism and low-carbon transportation**. The tourism industry heavily affects the environment through emissions. While the awareness of climate change is, for the most part, increasing, the tourism industry continues to pollute without mitigating its impacts. We tried to understand why tourism is unsustainable by using a conceptual and psychological perspective (Ram et al., 2013). Together with Prof. C. Michael Hall, I explored the potential of walking to tourism (Hall et al., 2017, Hall & Ram, 2019b, Ram & Hall, 2018), also by using online data and analyzed secondary resources (Hall & Ram, 2018, 2019a). Recently, I joined researchers of ICT and transportation. Together, we utilized big-data tools to deepen the understanding of the links between public transport and tourism (Ram et al., 2021).

The outbreak of COVID-19 deeply affected my research priorities. I began focusing on the implications of this crisis on the tourism industry while using qualitative and quantitative methods. In a qualitative work, we analyzed the recovery plans of countries and their correspondence to long-term and sustainable goals

(Collins-Kreiner & Ram, 2020). A quantitive work on trends in public attitudes before and after vaccination is still under review.

My plans for the next five years are threefold. I wish to integrate better the academic and scientific interrelations between tourism and environmental studies; to continue following the developments in gender studies and ICT and their consequences on the tourism industry; and provide evidence for policies regarding the recovery from COVID-19 and the use of low carbon transportation in tourism. Finally, as an overreaching goal, I also aim to keep improving the academic field of tourism and its links to the tourism industry by providing advanced research methods. Indeed, **by using new research methods and promoting research on cutting-edge issues of social, environmental, technological and health-related aspects of tourism, I aim to contribute to the tourism industry in times when it mostly needs it.**

Written by Yael Ram, Ashkelon Academic College, Hebrew University of Jerusalem, Israel
[*Read Yael's letter to future generations of tourism researchers*](#)

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82. MACHINE LEARNING APPLIED TO TOURISM - Contributions by Célia M.Q. Ramos

1. Introduction

Due to its economic and regional importance, tourist activity is a strategic sector of economic and social development, even apart from considering its environmental component. In this perspective (Ramos *et al.*, 2020), it constitutes a privileged field of investigation, essential to the understanding and analysis of the various phenomena that underlie it and that, in most situations, support the aspects of differentiation that motivate the international competitiveness of destinations, while helping their sustainability (Ramos *et al.*, 2020; Cardoso *et al.*, 2020a).

For Sheldon (1989, p. 589), "information is the lifeblood of the tourist industry"; travellers, travel agencies, suppliers and all stakeholders in the tourist distribution chain need information. Optimizing information and communication technologies (ICT) has allowed tourist organizations to improve the flow of information, improve response times to requests and increase their productivity in such a way that organizations started to have similar technological bases to guarantee their survival (Ramos *et al.*, 2015).

In recent decades, innovative technologies have affected tourism activity (Ramos & Rodrigues, 2013), with each new technology quickly adopted after its development. ICT is used in all travel phases, from the beginning, during and after the trip, to find information, book products, share personal histories and create digital memories.

During the travel phases, ICT is the main driver of the personalization of the tourism experience (Buhalis & Amaranggana, 2015). Before the trip, it can help the traveller to obtain information about how to access transport, hotels, and/or local gastronomy; during can contribute to access in real-time to personalized services and information. After can be used to generate testimonial content, receive promotions, or share experiences with other tourists (Antunes *et al.*, 2018).

Additionally, technology potentiates the development of smart tourism destinations by facilitating the collection of insights into customers' actual needs and preferences (Buhalis & Amaranggana, 2015) in an environment where personalization of the experience is the most crucial objective.

In smart destinations, technology creates bridges between digital and physical through integrating sensors and smartphones (Rodrigues *et al.*, 2016), where big data has become more relevant than simple information during travel. The challenge in this ecosystem is not interactivity but co-creation through ICT (Gretzel *et al.*, 2015). For example, the traveller shares their testimony on social media that will be analysed by destination agents and travel agencies.

Today it is no longer enough to have a technology base to meet traveller needs (Ramos & Brito, 2020). The digital economy requires that tourism companies continuously adapt, especially to the digital transformation of their activity, with the emergence of a new paradigm associated with the theory of the fourth industrial revolution (Industry 4.0). Where it is necessary to consider advanced technological resources, such as information security in the virtual space; augmented reality; big data; cloud computing; the Internet of things (IoT); autonomous robots; 3D printing; integrated systems; and mobile Internet (Ramos & Brito, 2020).

2. Digital Transformation

Digital transformation is a new paradigm that contributes to the acceleration of business in tourism activities management and in all economic sectors (Ramos, 2022) to identify an adequate system to manage, store, connect, communicate, and automate information and where the travel experience should be the focus and the concept is customer-centric (Ramos, 2022).

The digital transformation associated with the tourism sector, as presented in Figure 1, where the activities are complementary, has changed the interaction between the suppliers and demand, affecting the customer's journey and the decision-making process (Cuomo *et al.*, 2021).
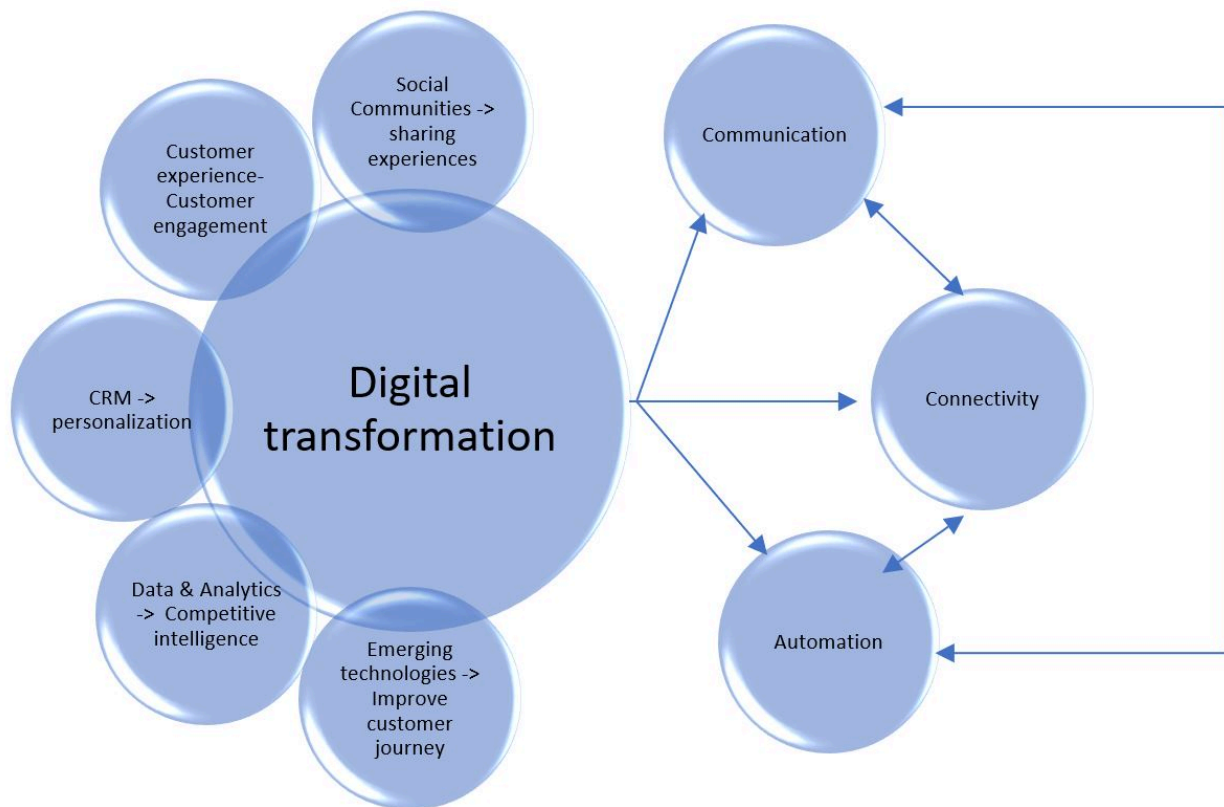

Figure 1. Digital transformation in Tourism activity. Source: Author's elaboration.

Digital transformation should allow the development of an environment that establishes a communication bridge in the digital medium between the company, consumers, and other consumers; should have excellent connectivity, with access from anywhere at any time and from multiple devices; and with process automation, so that responses and sales processing are carried out as quickly as possible, in any of the steps of the consumer decision-making process.

The consumer decision process is divided into five steps (Lemon & Verhoef, 2016): (a) recognition of a need or want; (b) search of product-related information to identify options; (c) analysis and evaluation of alternatives based on developed evaluation criteria; (d) product selection and action of purchase; and (e) consumer behaviour after the purchase, including product use, post-purchase services, service quality, satisfaction, word-of-mouth, and repurchase.

The traveller uses technology in all the steps of the decision-buying process. All the information searched on websites, and social media can be collected to personalize offers according to consumer preferences, but it

also is a necessary tool for businesses to achieve insights related to customer behaviour and to create new opportunities (Ramos & Rodrigues, 2019; 2020; 2021). In this case, knowledge management and business intelligence can make a difference in support of tourism companies' strategies.

Knowledge management is an area that can improve the information available for decision-making. It includes a set of intangible assets or competencies fundamental to obtaining a competitive advantage for the tourist company. Under the right conditions, it can improve the decision-making process, increase the organization's ability to solve problems and increase its capacity to innovate (Ramos, 2022) by offering services and products according to customer preferences.

Knowledge management also contributes to increasing the competitive advantage of tourism organizations. It should be monitored and evaluated by intellectual capital indicators: relational, structural, or human capital, which can be used as key performance indicators for business intelligence tools (Ramos *et al.*, 2017; Ramos & Perna, 2009).

3. Business Intelligence and Machine Learning in Tourism

Business intelligence systems combine data with analytical tools to provide information relevant to decision-making, intending to improve the quality and availability of this information, presenting valuable data for organizations in dashboards or reports with insightful information associated with the tourism business.

Combining intellectual capital indicators management concepts, business intelligence tools, and machine learning algorithms can contribute to knowledge creation and service innovation in tourism (Ramos *et al.*, 2019; Ramos *et al.*, 2017b).

The most competitive tourist organizations make strategic investments in artificial intelligence and machine learning (ML) to enable the automation of processes, make predictions, discover patterns in data, and discover rules. This can help the organization achieve business advantages, thus ensuring its competitiveness and survival in a digital economy with small profit margins.

Machine learning can be used to do tourism analyses which can be divided into four analytical areas: Descriptive: answer questions like "What happened?"; diagnostic: help answer the question "Why did it happen?"; predictive: respond to questions like "What will happen?"; and prescriptive: look at questions like "How can I make it happen again?". For a tourism company:

- **Descriptive analytics** can be used to discover patterns associated with the tourism activity, behaviour or preferences, and customer segmentation (cluster segmentation).
- **Diagnostic analytics** can be used to understand causes and tourist travellers' behaviours, for example, to identify rules that explain why tourists select one product instead of another (decision tree).
- **Predictive analytics** can deploy sets of statistical techniques to estimate models that predict future tourist visitors' behaviours, for example, predicting customer ratings or the number of sales in a specific period (linear regression, logistic regression).
- **Prescriptive analytics** is used to optimize a key performance metric, for example, profit.

These combined business intelligence tools help the company to make responsive future-oriented decisions.

In the tourism economic sector, machine learning methods can be used in various ways. These methods can help to understand traveller sentiments, identify tourists' characteristics, and predict the company's reputation (Ramos & Casado-Molina, 2021; Ramos *et al.*, 2017a). Also, it can use reviews to discover preferences and anticipate customers' problems, discover what influences buying behaviour, identify

potential competitive advantages, improve guest satisfaction, develop more effective loyalty programs, and obtain insights about brand reputation.

For example, in combining relational capital indicators with machine learning methods, it is possible to research customer loyalty by obtaining a 360-degree view of each customer, discover patterns and the causal relationship that contributes to customer satisfaction and loyalty, and develop predictive models that anticipate future earnings, learn from the customer interaction and behaviour to define business strategies and better understand tourism decision-making, identify what kind of services or products are commonly purchased together, improve sales forecasting, predict customer churn, identify fraud, measure performance, and define more efficient key performance indicators (Sharma & Sharma 2016).

Regarding the phases of the trip, machine learning can be used before the trip to forecast tourist demand as well as cancellations in hotels, transport, restaurants, and amusement parks. During travel, ML algorithms can be considered in recommendation systems, which can work by analysing traveller preferences. In the post-trip phase, these algorithms can be used to analyse the reviews produced on social media, with testimonies of the tourist experience (Afsahhosseini & Al-Mulla, 2020; Ramos & Hassan, 2021).

Machine learning is a branch of artificial intelligence that develops algorithms with the ability to learn without being explicitly programmed (Alzubi *et al.* 2018; Mitchel, 1997). There are different types of learning, among them, supervised and unsupervised learning. The first involves algorithms to learn from previously labelled data. The learning process will classify the data based on their relationships in the second type, where the data are not already labelled. An appropriate ML method should be applied depending on the problem and variable types. This can include the following methods (Egger, 2022):

- **Logistic regression** – Supervised learning with a Boolean-dependent variable can be applied to the definition of a model that will allow estimating the reservation cancellation forecast.
- **Linear regression** – Supervised learning with a continuous dependent variable can be applied to define a model that will allow estimating the forecast of tourist demand.
- **Decision tree** – Supervised learning with a categorical variable can be considered an algorithm that combines classification with regression and can be applied to predict the evaluation attributed to the tourist experience.
- **Classification** – Supervised learning with a categorical dependent variable can be applied to divide tourists into different types of consumers.
- **Segmentation or clustering** – Unsupervised learning applied to continuous variables can be applied to segment customers, as it divides data into groups based on similar properties.
- **Dimension reduction** – Unsupervised learning applied to continuous variables can help find the best combination of variables that represent the preferences of each segment.
- **Association rules** — Unsupervised learning can be applied to identify products and/or services that the guests jointly purchase.

In addition to these algorithms, there is more to machine learning (Casado-Molina *et al.*, 2019). In addition to numerical, continuous, or categorical data, there are other types, such as text, image, video, and voice. Text mining is increasingly a tool to be considered by the entities that govern tourist destinations to define communication, management, and monitoring strategies.

Social media play a relevant role in the sustainable development of tourism activity (Ramos & Hassan, 2021) through the analysis of the testimonies about traveller experiences expressed in this medium. Sentiments expressed about authenticity, destination identity (Marine-Roig, 2015), and sensorial experiences (Agapito, 2020; Cardoso *et al.*, 2020b, Rodrigues *et al.*, 2019) experienced during the trip are significant for the management of destinations to understand how to increase consumer satisfaction and to increase their loyalty, through the possibility of predicting tourists' feelings (Ramos, 2022).

ML algorithms can be applied to social media reviews and help with sentiment analysis (SA), the field of study that analyses text for people's opinions, feelings, evaluations, and attitudes.

Sentiment analysis can contribute to identifying the leading influencers of tourist behaviour in the decision process, which is motivated by consumer beliefs, perceptions, and testimonies expressed in the digital environment. This method also helps businesses to understand the dimensions associated with the image of tourist destinations; the associated correspondent quality of service; the identification of tourists' preferences in accommodation, catering, gastronomy, and transport; the culture of the destination (for example, museums); and the quality of life and well-being of both tourists and residents.

4. Future Research

Digital transformation will continue to take place, and despite its numerous benefits, it also has negative impacts. A new growth model should be adopted based on the concepts of Society 5.0. which includes data collected second by second from existing sensors in physical space, collected by IoT or drones.

These data will be stored in virtual space, creating a big data giant that will have to be analysed with artificial intelligence methods that communicate with humans in physical devices with different formats. For example, through exoskeletons, technology additive to print specific products, where medical information will help to have a longer, healthier and well-being life, whose data will be protected with Blockchain technology (Ramos, 2021) and communicated between systems through 5G technology.

In Society 5.0, the focus will be on the human being. At the same time, for companies, the main drivers are the customer experience, hyper-customization, automation of the distribution chain, and interaction between products to increase the experience and activate new functionalities, characteristics provided by the fifth technological revolution (industry 5.0). This revolution goes beyond producing goods and services for profit, placing worker well-being at the centre of the production process, integrating ethical considerations in developing intelligent interactive systems (Dignum, 2018), and considering research and innovation for a sustainable, human-centred, and resilient industry.

5. Conclusions

Technology has been a powerful ally of the tourism industry. The power of the relationship between companies and travellers has increased and, in parallel, has generated large dimensions of data that, with powerful analysis tools, present competitive advantages to destination managers. The trend is towards reaching the assumptions of a human-centred Society 5.0.

Digital transformation makes use of emerging technologies, which allow access to social communities in the digital environment with the use of tools to manage the relationship with the customer to involve the tourist consumer—the traveller—where data analysis allows the leverage of communication, automation, and connectivity between all those involved.

It will be increasingly important to use data analysis techniques based on artificial intelligence algorithms so that it is possible to place the consumer at the centre of the analysis to meet their preferences. Nevertheless, ethics and care for human beings have to go hand in hand with protecting their privacy. Only with this concern will it be possible to ensure a successful alliance between business, consumers, and technology, which will only be viable using business intelligence tools, machine learning algorithms, and human resources trained to work with these technologies.

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Written by Célia M.Q. Ramos, School for Management, Hospitality and Tourism (ESGHT) and Research Centre for Tourism, Sustainability, and Well-Being (CinTurs), Universidade do Algarve, Portugal.
[*Read Célia's letter to future generations of tourism researchers*](#)

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83. GENDER STUDIES - Contributions by Helena Reis

After working in Tourism for many years, I decided to go back teaching at the University. For that, I had to complete a Master's Degree. So I chose *Women's Studies* and, for my dissertation, I decided to make use of my practice in tourism. Then, I found my life was written in the books...

1) Male-dominated culture of the organisations: Glass Ceilings and Sticky Floors

Organisations in society are frequently male dominated structures (Kanter, 1979; 1997), entire departments where the work is assured by women: receptions/front desks; restaurants/administrative/accountings, but where the person "in charge", "responsible for" is always a man, often less qualified, with less studies or experience than the women he is leading, getting a better wage and perks (Hultin and Szulkin, 1999; Reis and Correia, 2013b). Often these men occupy the position because "women are not natural leaders, they are not fit for leading" (Reis, 2000).

What I learnt at the master's in *Women's Studies* made me understand what had puzzled me along the 16 years I worked in tourism. The more I studied, the more clearly I could identify the male-dominated cultures of the organisations I had worked for: The Casinos of Algarve, where the presence of women was restricted to the reception and housekeeping; you would not find any women in the Gambling rooms, Slot machine rooms, restaurants, bars or even in the kitchen. No wonder that my entrance as a Public Relations (PRs) in the 1980s, with a lot more power over some departments than PRs have today, was so difficult to accept, I was seen as a "huge intrusion". By definition, the Casinos are very private worlds with rules of their own, but things have changed and now-a-days you can find various female PRs – the great difference is that, I could take decisions, introduce changes, and give orders to several departments, as long as I showed positive results. Today, teams of female PRs are normally under a male manager, who owns the power of decision.

Still in the 1980s, I worked for a British tour operator (T.O.) with one of the largest operations in the Algarve; this T.O. worked in a close relationship with many hotels. The functioning of these hotels unveiled another reality that has been researched and confirmed over and over again: the Glass Ceiling1 paradigm (Moore and Buttner, 1997, among many) – according to the Oxford English Dictionary, in the American Magazine World/ Adweek, March 15, 1984: "Women have reached a certain point – I call it the glass ceiling. They're in the top of middle management and they're stopping and getting stuck." (http://womeninpower.org.au). In those hotels, women could be find as middle managers but not as top. More commonly, they would help their direct boss, not defying him, in order to maintain what could be considered a privileged job (Reis, 2000).

This metaphor complies with another aspect that affects even more women in the workplace: the Sticky Floor2, that was common practice in those days and, unfortunately, still is two decades later. The 'sticky floor' (...) is described as a situation arising where otherwise identical men and women might be appointed to the same pay scale or rank, but the women are appointed at the bottom and men further up the scale. The term 'sticky floor' was coined in 1992 by Catherine Berheide in a report for the Centre for Women in Government. (http://womeninpower.org.au)

2) Beyond our reach: homophily networking, mentoring protectionism

And when I finally went to work for the oldest and biggest travel agency in Portugal, (in the 1990s) with

branches all over the world, I could witness and confirm further barriers women face in the workplace: speaking several languages was a great advantage in tourism and often paid extra for each language. When I entered the agency, I was immediately told that, even though I could speak French and my direct chief could not, I would not get any extra payment and, in fact, my business card would say "Assistant Sales Manager", even if we both had exactly the same tasks and responsibilities. Soon I understood the invisible but imperative male networking engrained in the informal culture of the company (Ibarra, 1992; 1993; Krackhardt and Hanson, 1993): in those days, tourism was a very dynamic activity, changing and adapting day-by-day, so many vital decisions were taken after working hours, while discussing problems, ideas, over a drink at the nearest bar. Naturally, only men had time to attend these informal meetings, since women were always overburden with what is known as the ethics-of-care (looking after the others' needs before one's own); the double-day/double-shift – household responsibilities, family, often also the husband's family (Reis and Correia, 2013b; 2013c). Family obligations are deeply related to making time for oneself and women are the most constrained, as men do not allow "paid work or familiar obligations to compromise golf participation" (McGinnis and Gentry, 2006: 230). Another informal benefit in career progression was the mentoring-relationship, which is so common now-a-days but not at that time, since only men seemed to be familiar with this strategy and knew how to use it. The friendship with a well-positioned superior showed to be a great reward in times of promotions. Of course these relations of power (Dowding, 1996) implied making favours but it was a fair price to pay ... all this, gave men a great advantage over their female colleagues and, when promotion opportunities arose, men were much better positioned (Ibarra, 1992; 1993; Krackhardt and Hanson, 1993; Reis, 2000).

So, having lived and witnessed all this, when time came for me to write the dissertation, (1999/2000) I did not hesitate to expose discriminatory patterns and traditions that men easily controlled. So I thought...

I concentrated my research on the low number of women occupying top management positions. My dissertation is entitled *(2000)*: *Empreender no Feminino – Estratégias e percursos de mulheres em Agências de Viagens no Algarve",* a study about the travel agencies in the Algarve.

I found there were 106 agencies operating in this region, and only six were run by women. From these six, two were the owners of the agencies. They had been working for many years in different companies, knew all about it and got tired of waiting for a promotion that never came, tired of "knocking on Heavens door" (Bob Dylan, 1973) as one said, so they decided to bang the door and create a place where they could match any men, results would depend on their own leadership (Krackhardt & Porter, 1985). This complies to what Mintzberg (1983;1987) describes as *Exit, Voice and Loyalty* attitudes. The scenery has changed considerably, as we know, but these two agencies run by women, still operate in the region, due to the sense of adaptation and diversification the owners managed to imprint in their dynamics.

3) My conclusions rocked my convictions

While working for this agency, I witnessed the performances of several knowledgeable, determined women, who could easily run the company and be great mangers, so I assumed they were stuck in these middle management positions due to strong discriminatory patterns. Therefore, these women seemed to be the perfect group to confirm the impediments women face in the career ladder. Yet, the interviews proved otherwise:

The second group did not seem to be aware of the prejudice of gender bias, or, at least, they accepted and even agreed that men were more "capable" of imposing power on their peers, so it was normal and correct that they occupied the top positions without any resistance from qualified women. They did not think of challenging men; it was easier to let things be as they were. In fact, two women were regional managers of the agencies, but during the interviews, I realized and they confirmed, that all the decisions were now made in Lisbon, at the headquarters and by men, so the real power had shifted, meaning that, when a woman

reaches a top position regionally, the decision power moves further, like walking in an escalator but never reaching the top.

A third group was even more surprising: these women admitted that, although they were absolutely sure of their capacities for managing a company, to run the agencies, this would imply so many changes in their personal lives, that they were not willing to accept it: working late hours, weekends, handling personalities within the agency, balancing internal controversies.

I had to concede that, after all, it is not always the men's fault.

13 *Years Later …*

… I had the opportunity to deepen my studies on gender, under the supervision of the well acknowledged tourism researcher, Professor Antónia Correia, at the University of Algarve. She transformed my vague and limited idea into a PhD thesis entitled: *Gender asymmetries in Golf Participation: tradition or discrimination?* (Reis, 2013a), which is composed by a series of 7 articles published in journals/books. Together we entered one of the last "for-gentlemen-only" bastions: the exclusive world of golf. Her vison of how research should contribute to the enhancement of knowledge, catapulted my work to the international level.

Golf was introduced in Portugal and in many other countries by the British and with it, came the male hegemony of interdicting women to enter the club houses. The great challenge was to understand why do women choose to participate in a leisure activity that has excluded them for centuries.

To better contextualise the history of repeated patterns, we created a framework of narratives of 25 life stories of famous Anglo-American women who excelled in golf in a highly discriminatory era (19th and 20th centuries), the pioneers that felt the discrimination in a direct and rough way. A historical ethnographic approach to analyse their stories (Reis and Correia, 2016a).

Departing from there, we grounded our study on several theories that explain how the women's' environments can influence their choices in life (see table 1). The 3 dimension of factors paradigm – intrapersonal, interpersonal and structural – functioning and facilitators or inhibitors to participation in leisure activities, sports in general, was crucial (Reis and Correia, 2013b; Reis and Correia, 2014). Our work displays great heterogeneity in golf participation, since there are groups who play professionally, others that enjoy playing in mixed competitions, men and women, and finally a group known as "social golfers" that enjoy playing with female friends and just for the fun (Reis and Correia, 2013d).
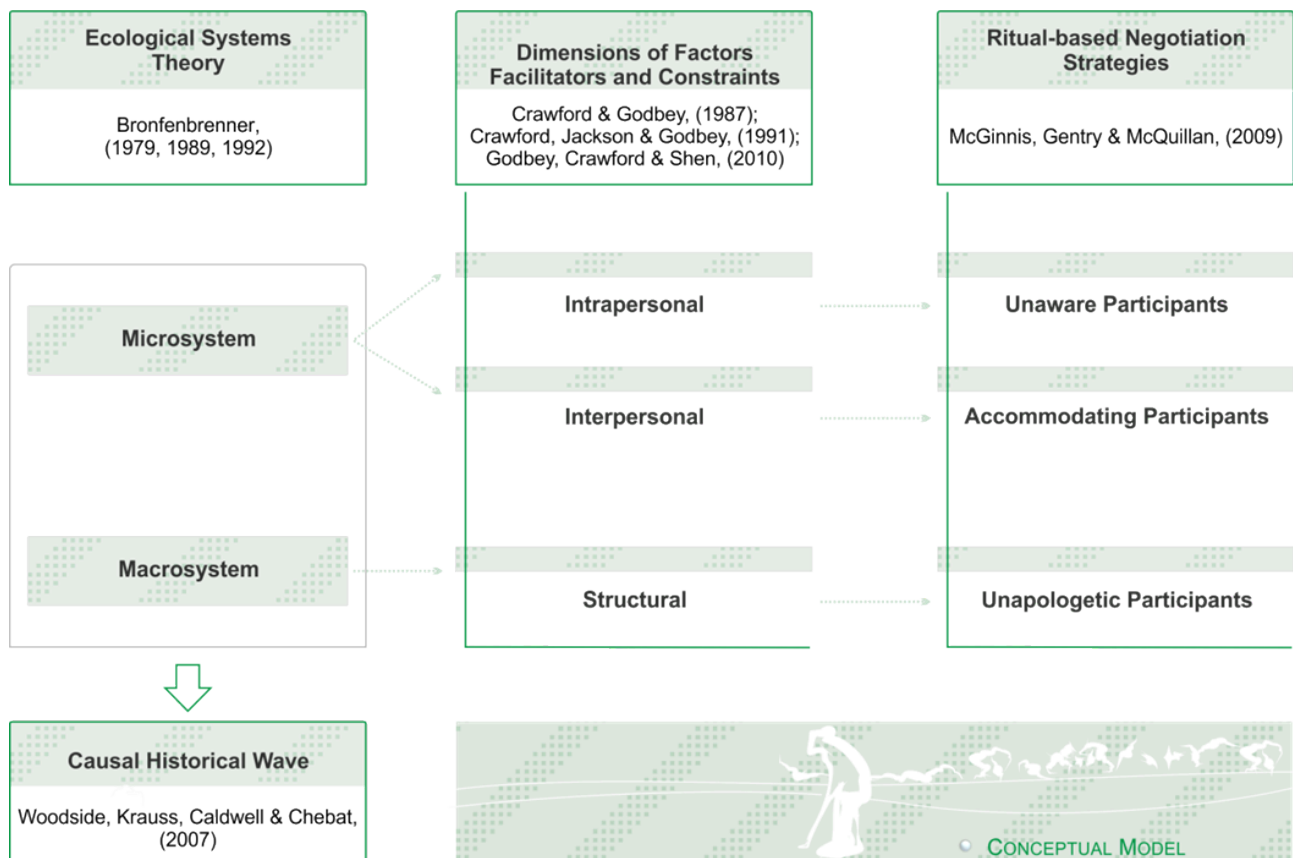
Figure 1. Source: Reis and Correia (2013b)

Results

The exhaustive study of these factors provided a deep comprehension of different types of attitudes women take when facing male dominated environments and, furthermore, strategies they use to cope with the obstacles these environments rise. It was possible to identify and confirm strategies McGinnis, Gentry and McQuillan (2009) advanced in their study: (a) "accommodating," meaning that some women recognize masculine rituals and work around them; (b) "unapologetic," referring to the ones that challenge male rituals attempting to create female inclusive alternatives; (c) "remaining unaware," those who focus on golf as a sport and ignore/refuse its masculine hegemony (McGinnis *et al*., 2009: 19). The larger group of social golfers were very clear in their analysis: the majority of them are aware of the burdens imposed on women with the "double day" / ethics of care" that penalise women's participation in any kind of leisure activities, but they are not willing to introduce major changes in their lives – they agree with slow and not drastic shifting of roles (Reis, Correia and McGinnis, 2016b).

Conclusion

The tendency to blame men for all the gender asymmetries in career progression or participation in activities that are still considered male bastions has to be re-evaluated. According to our conclusions, there are various perspectives we have to consider: 1) despite the barriers, many women have succeeded and can be found in top positions in the organisations, politics, academia; their performance reveals how crucial the female contribution is; 2) yet, many others opt for not disputing these positions with men and prefer to remain at middle management or in positions that allow them room for manoeuvre, may it be the family or socialising with their peers.

Our findings indicate that a large number of women are aware of their capacity and skills for going further, but they choose not to. They prefer to adapt and change only in what may favour them. Additionally, also a large number do not even seem to acknowledge more elusive/invisible discriminatory patterns, feeling comfortable with the way things are and not willing to change them.

My contribution to the gender studies research is that, after more than 20 years studying and researching, we have to be careful with generalized ideas about discriminatory patterns imposed by men/male dominated corporations; the border between the trivial opinion and scientific data is very thin.

The more we study gender issues, the better women will understand how to deal/cope with patterns that have existed for centuries and favour men. By exposing my conclusions – which, far from just blaming men highlight that many women prefer not to confront the status quo – more women will understand they are not alone in their decision, whatever it may be: strategies used by women to face gender prejudice range from confrontation to being unaware or accommodating.

Disclosing these strategies is crucial, since it provides information and guidelines for other women, who may believe "there is no way out" to certain situations where they feel trapped.

Written by Helena Reis, University of Algarve, Portugal
Read Helena's letter to future generations of tourism researchers

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84. NON-HUMAN AGENCY IN TOURISM - Contributions by Carina Ren

Ever since my PhD, much of my work has been concerned with exploring new ways of knowing tourism through a relational ontology and a concern with the non-human and its agency in tourism. Up until a few decades ago, tourism research has been concerned with defining and delimiting tourism – most often as a business – and around the tourist as a bounded social persona. In parallel to this, materiality and the non-human in tourism analysis have been alarmingly absent. With a few exemptions, the non-human had mostly been seen as a vehicle, background or canvas for human agency and activity. In combination, these two tendencies had often resulted in human-centered accounts of tourism and its actors, such as the singular tourism entrepreneur, often in combination with an over-emphasis on psychological and behavioristic explanations of for instance tourism consumption or innovation.

The consequence of this has been a hegemonic view of tourism as an industry, tourists as consumers and nature and non-humans as props for the purpose of business and consumer-directed actions and activities. Whether promoted in managerial studies or lamented in critical studies, this reductionist tourism ontology curtails our ability to think differently about – for instance – mobility, ethics, interspecies cohabitation and sustainable transitions in tourism. So could we do differently, do better, by working with tourism as a highly entangled, messy and more-than-human affair?

Exploring these questions have been an interest of mine starting with my PhD, which proposed a relation and socio-material understanding of the destination challenging views of it as contained units or discursive constructs. In this pursuit, Actor-Network theory (ANT) and more importantly, its material semiotics and relational ontology offered interesting ways to highlight the composite, distributed and more-than-human enactments of what we understand as 'tourism'. Tracing controversies or innovations or simply 'how things come about' in tourism while tending also to the role of the non-human, provides a view of tourism as something less solitary and less stable than usually thought of, as an ongoing process of what Haraway (2013, 2016) terms 'becoming with many'. It enables us to pursue narratives of how tourism is not a contained activity or sector but, rather, a highly assembled and collaborative achievement. This type of tourism research is concerned with mapping out new territories of connectivity and entanglement and nurturing new sensitivities to capture the implicatedness of tourism actors, whether human or non-human, whether discursive, technological or performative, whether on a planetary or microbiological scale.

Although often portrayed as a solitary endeavor, research and theoretical work is – much along most other things – a relational and distributed achievement. The writings of relational materialism thinkers such as Donna Haraway, Anne Marie Mol (1999, 2003), Bruno Latour (2005a) and John Law (1999) have helped me to engage with tourism as an ongoing ordering of multiple and highly entangled actors and to challenge categories and boundaries usually deployed to make sense of tourism, the destination and the tourist. As a researcher, I have worked closely together with many great colleagues, such as René van der Duim and Gunnar Thór Jóhannesson, who published PhD dissertations informed by Actor-Network Theory shortly before me (van der Duim 2005, Jóhannesson).

Methodologically, ANT offers an inspiring tool kit to explore how tourism is enabled, negotiated and enacted in often surprising collectives where actors have not been assigned a central *prior* to the analysis. The edited volume on ANT and Tourism from 2012 (van der Duim et al. 2012) unraveled a broad range of actors until then unaccounted in tourism as well as concepts such as the tourismscape, ordering and multiplicity as ways to make sense of these. By shifting analytical and empirical attention towards the city, the tourist destination, animals, the Earth in new ways, these approaches provided new ways to look at entrepreneurship, sustainability, risk and mobility in tourism.

In my thinking and research, I draw on this relational understanding to challenge a traditional tourism ontology characterized by differences and binary divides, for instance between humans and non-humans, host and guests, business and culture, values and fact, to touch upon the most common. Looking as I do at tourism development in the Arctic, the necessity to include the Earth and the non-human in the empirical tracing and analysis of tourism is abundantly clear as is the need to develop ways of working not only in multiple fields, but to see the field as geographically dispersed, as networked. For instance, discourses and practices of tourism development are closely connected to climate changes, post-colonial politics and geo-political concerns, to iconic polar mammals and to mining activities as well as Arctic everyday lives and futures (Ren & Bjørst 2016). This work has entailed continuously de-centering tourism, posing the question of what it means that something is 'about tourism'? Rather than reducing tourism as a purely economic *or* technical *or* socio-cultural *or* environmental activity, resources from ANT can help researchers, practitioners and activists to insist on the social, the environmental and the economic as fully entangled and non-detachable.

But how do we pursue and study all of these relations? Admittedly, it can be quite the mouthful to navigate in a landscape, where distinctions between micro and macro or nature and culture are seen not as facts, but as outcomes of relational work. Turning the challenge around, I would contend that conducting fieldwork in a tourist destination as through the abstraction of a Euclidean space also requires some taxing work of detachment. Perhaps cutting networks, to paraphrase Strathern (1996), requires not necessarily *more*, but *other* things from the researcher, such as an increased sensitivity towards how specific cuts are being made into the social, how we contribute to world-making through our research and what implications and effects these activities might have. As opposed to seeing myself as detached, objectively 'unveiling' or critiquing from a distance I am committed to critical proximity and a sensitivity towards our own performativity in research. Such reflections increase awareness of how our choices as researchers contribute to enacting certain realities over others. In insisting that we do not only describe but also enact versions of reality, the ability – and willingness, to make grand claims wither. Instead, we find ourselves in a situated position, which is not a downside, but rather a privileged position to engage with what Law terms as 'modest sociology'.

Such modest accounts do not resort to quick or forceful critique of global forces – or similarly radical and simple solutions. Here, I have been inspired by Haraway's proposition to staying with the trouble, which reacts to two responses to the state of alert of the Anthropocene: resignation and a turn to technofixes. To me, this line of thinking resonates very well with some of the recurrent fault lines in tourism, where we find smooth and bright often technology-driven future visions juxtaposed with dystopian accounts of mindless or devastating touristic practices. In most cases, none of these truly engages with mess and friction, but often tends to what Latour has termed as 'grand panoramas'. Instead, staying with the trouble "requires learning to be truly present, not as a vanishing pivot between awful and endemic pasts and apocalyptic or salvific futures, but as mortal critters entwined in myriad unfinished configurations of places, times, matters, meaning (Haraway, 2016: 2).

Thinkers such as Latour and Haraway inspire us to defy temptations of too hastily deploying too simple frameworks of the dominated and the dominating, or of the exploited and the exploiting. In tourism studies, this tendency translates into a reflex to assign roles quite hastily to actors. An example is how overtourism is most often understood as a problem of 'too many tourists' and capitalism, while experiences and instances of overtourism remain unaccounted for as effects of distributed political, legal amd economic activity. While critical accounts confront us with abstract concepts of global forces, unjust power relations and disempowered communities they often leave us with very little hope and possibilities for doing or thinking things differently. A contrast to strong and distance critique is the move closer to the empirical into what Bruno Latour (2005b) has coined critical proximity. To start with detailed descriptions, careful investigations of what there is in the world. Using ANT as a device for close descriptions to unravel complexity, messiness and ambiguity allows us to discern fine-grained ruptures and to carve out ways in which, perhaps, things could be different (van der Duim et al., 2017).

So how would such a take enable us to unravel pandemic consequences, mass tourism, climate change, gentrification? Firstly, it would mean not taking these phenomena as facts prior to their investigation, but to explore how they 'come to life', perhaps in multiple versions and in specific settings, through the practices and discourse of specific actors. Such accounts abstain from quick solutions to paradoxes or controversies and help unlocks our opportunities for response-ability. Rather than disregarding or fixing mess, they seek to work with it (Ren et al., 2021). Ultimately, I believe that they make us not less, but *more* actionable, more prone to resistance or more able to sidestep inequality than grand but much less response-able claims about neo-liberalism and revolution.

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85. DESTINATION: TOURISM AND CULTURE - Contributions by Alexandra Rodrigues Gonçalves

Cultural and Creative Tourism (Sustainable) Developments

Cultural tourism is today a phenomenon identified with a growing market that encompasses a set of diverse activities that changed from its dimension to its concept in consideration as "mass consumption". Cultural tourism was assumed as an autonomous category in the 1980s, a period in which tourist consumption of cultural heritage was consolidated (McKercher and du Cros, 2006; UNWTO, 2018).

Some authors refer that there is a tendency to consider current cultural tourism as equivalent to the forms of tourism characteristic of the 19th and early 20th centuries, in which the cultural tourist was portrayed as: a tourist with a high social and cultural level; sensitive to the heritage contemplation and highly predisposed to spend large amounts of money in the places he visits (Hughes, 2002; Vaquero, 2002). Today, cultural tourism is increasingly assumed to be a form of mass tourism, given that culture has become an object of mass consumption, and cultural tourism is seen as a manifestation of it (Richards, 2014 & 2018).

Other authors point out the increase in the level of education, the higher disposable income, the aging of the population, the growing role of women in the economy (and their more active participation in cultural activities), the search for meanings, a greater awareness of the globalization process, the virtual technologies, the effect of mass media and telecommunications and the emergence of new types of heritage attractions, as main elements affecting the rapid growth of the heritage "industry" associated with tourism (Richards, 1996; Silberberg, 1995; Timothy and Boyd, 2003), among others.

We need to have in mind when studying these domains that, culture and tourism are two different worlds, as stated by Greffe (1999). So cultural tourism poses specific challenges to the traditional actors of the tourism system. In the same sense, the work of McKercher and Du Cros (2002 & 2006) points out cultural tourism as a junction between tourism and culture, two domains that have evolved independently, are based on different ideologies and values, respond to different needs and agents, have different political leaderships, and objectives and roles that are also different in our society.

We won't discuss the concept and the evolution of definitions of cultural tourism over time because will be much more word-consuming and less related to our motivation aim. Cultural tourism cannot be limited to visits to historical sites and monuments, but also covers the uses, customs, and traditions of the areas visited. Any of these activities engage new knowledge and experiences, this means that not only the "product" of the past (heritage tourism) is visited, but also the culture of the present, the arts related to the contemporary production of culture and even digital cultural tourism new proposals, based on interactive technologies (Gonçalves, Dorsch & Figueiredo, 2022).

The materials and research produced on cultural tourism cross the scientific literature of various fields of knowledge, namely: articles and monographs on anthropology; works on cultural policies; ethnographic articles and studies; management of cultural heritage, and the economy, among others, and most of the time are multidisciplinary approaches (Richards, 2018; UNWTO, 2018). As is recognized by Hughes: the "multi-dimensional nature of cultural tourism is reflected in a number of existing studies" (2002:167).

The most pioneering project about Cultural Tourism was ATLAS Cultural Tourism Research project founded in 1991 and is a very well-established survey on cultural tourism giving the most important input to better knowledge on the profile of cultural tourists and their typologies (Richards & Munsters, 2010). Methods are

complementary and their strength resulted in creating new synergies and in broadening the phenomenon results: "There has been a dramatic growth in cultural tourism research in recent decades as the search for cultural experience has become one of the leading motivations for people to travel" (Richards & Munsters, 2010:2).

The first studies on cultural tourism research were mainly quantitative (surveys) and related to the economic impacts of tourist consumption and expenditure. With the ongoing interest in cultural tourism research, social and cultural impacts assumed importance for researchers (Richards & Munsters, 2010), and studies are becoming more multidisciplinary (Richards, 2018). A positivist research paradigm gave space for methodological sophistication, the emergence of qualitative methods, and even, the use of triangulation of methods are now being privileged (Gonçalves, 2003).

It was at the beginning of 2000 that our research on cultural and urban tourism tried to evaluate the existence of cultural tourism in the Algarve and in particular, at Faro and Silves, addressing and evaluating the role of these cities in the diversification and complementarity of "Sun and Beach" tourism product in the Algarve. Our methodological approach was multiple and used a combination of techniques – a round table, some group interviews (semi-structured), and the *Delphi* method – to evaluate strategic consensus between the different public and private actors of culture and tourism. The variety of techniques used to analyze results – ranging from descriptive statistics to content analysis – gave the opportunity to determine the touristic development stage of the cultural heritage in those two case studies: Faro and Silves (Gonçalves, 2003). The study of the two nearby case studies aimed to understand cultural and tourism planning and positioning of those cities in a "Sun and Sea" massified destination: the Algarve.

At that stage, discussions on cultural programming for residents and tourists were then very incipient and our analysis was recognized as a supply-side perspective, having used the *Delphi* technique to promote discussion between different stakeholders and generate consensus for future development of culture as a complementary product.

In our master's research, we identified the need for better cooperation, integrated planning, and sustainable development based on the Agenda 21 proposals. Solutions to the problems of cities must be found on a basis of collaboration between all actors in the construction of the city – citizens, entrepreneurs, interest groups, and public institutions. Therefore, cooperation between all partners is essential, based on open, shared, and comprehensive information (Gonçalves, 2003).

The development of tourism based on cultural heritage requires management and planning models that promote a functional balance, between the management of tourist flows, urban planning, heritage protection, accessibility and mobility, and social and environmental respect for the territory. The sustainable development of that tourism is directly associated with integrated planning models and new partnerships that congregate public and private stakeholders (Gonçalves, 2003).

On a recent article published in the Journal of Sustainable Tourism, Rinaldi et al. (2020) recognize that universities are challenging the sustainable tourism concept and giving their contributions to research that changes destinations through new practices and activities. Major achievements come from new models of network and cooperation with civil society and local stakeholders that they named as "co-creation sustainability" rooted in participatory project development (Rinaldi e al., 2020). Also, international non-governmental authorities began paying specific attention to the need of more responsible and sustainable destination management (including the involvement of different agents and resources) (UNWTO, 2019a).

Strategic planning on culture and tourism became one of our main interests, being involved with ATLAS project and cultural tourism surveys, studying some specific cultural events (like Faro, National Capital of Culture), and giving special attention to the emergence of a post-modern tourist that values the memorable and emotional experience when visiting cultural attractions and events (in particular through our Ph.D. research that studied the tourist experience at the southern Portuguese museums). The readiness to pursue more specialized studies determined the willingness to better understand the cultural tourism experience

applied to museums. A triangulation of methods was used and combined a massive survey of museum visitors, a roundtable between tourism and museum specialists, and in-depth interviews with museum managers. The biggest challenge was the analysis of all data gathered (Gonçalves, 2013).

Our subsequent research gave some relevance to heritage and cultural attractions, events, and cultural programming, proceeding with studies about tourist profiling and the quality of cultural tourism experiences. Nowadays, our expertise in new types of cultural tourism, like creative tourism or literary tourism, became the main subject of research (Cabela et al., 2021 & 2022; Gonçalves et al., 2021; Quinteiro et al., 2020).

Culture and Heritage stand out as elements of affirmation and distinction of local culture and its consolidation, constituting one of the most important components of cultural tourism. For UNWTO the operational definition of cultural tourism: "is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products are related to a set of distinctive material, intellectual, spiritual, and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries, and the living cultures with their lifestyles, value systems, beliefs, and traditions." (UNWTO, 2019a:30).

Most recent tourism projects and programs introduced the designation of tourism sustainable development. For instance, "cultural sustainability" is a recent concept and difficult to define, because it has implicit the participation of different perspectives and dialogue between the various fields of studies and practices. From a cultural point of view, sustainability can mean the act of developing, renewing, and maintaining human cultures that create lasting relationships with other people and the natural world (Benediktsson, 2004). Today, sustainable tourism integrates the economic, sociocultural, and environmental fields and the recommendations of UNWTO require the alignment with 17 Sustainable Development Goals (UNWTO, 2019b: 22).

Howard Hughes in 2002 recognized that some further analysis was necessary on cultural tourism: "Cultural tourism is widely regarded as a growing and particularly beneficial element of tourism. The study of it, however, is restricted by general confusion about what it is. The term is applied to visits to a wide range of cultural attractions and is applied regardless of the nature of the visitors' interest in those attractions. There are numerous dimensions – scope, type, time and travel – to cultural tourism." (Hughes, 2002:172).

We also perceived that sustainable cultural tourism is not only about cultural tourism, it means a holistic and integrated approach. In 2019 the European Commission (EC) established a recommendation on sustainable cultural tourism definition integrating the interaction of the host community, visitors, and industry (EC, 2019). The complexity of building a sustainable relationship between different stakeholders and bringing the community to be engaged in the process is very challenging but is the only way to build better places to live and visit.

Emerging trends and challenges

We have been witnessing over the last decades a total transformation in the cultural domain and functions, under urban economies (Arcos-Pumarola, 2019: 275). Culture is recognized as an important element to populations' self-esteem, for the feeling of place belonging development, social cohesion, quality of life of local communities, and economic value added. Its influence on touristic consumption and on the requalification of tourist destinations is being recognized in international strategic documents but also in applied research (OECD, 2014; UNWTO, 2018; Lazzeroni et al., 2013; Richards, 2014).

In search of signs of cultural identity, cities and regions created projects to enhance, rehabilitate and reuse their most notable heritage sets, particularly in cities in relation to their historic centers. Massive

and uncontrolled use of sites and monuments by tourism can have negative effects on heritage, but can also have positive effects contributing to the protection of these spaces and generating socio-cultural, economic, and social benefits for all the populations involved (Richards and Bonink, 1995). All that requires equipment and resources to have: the capacity to develop means and ways to increase attendance; self-financing capacity through revenue creation and control over operating costs; ability to develop operational policies and practices focused on customer service, partnerships, and packaging opportunities; remain open to new entrepreneurial approaches, while continuing to pursue heritage preservation (Silberberg, 1995).

Figure 1: Heritage Management and Tourism. Source: Author's elaboration.

Apparently, opposites, the concepts of culture and economy are increasingly closer, although with more critical reflections on this approximation, especially on the cultural side. During the 1980s' there was a boom of cultural and heritage offers (Hewison, 1987), but with the twenty-first-century cultural tourism changed: intangible heritage becomes more important; bigger attention was given to studies on minorities and indigenous communities; geographical expansion of cultural tourism research; new paradigms – mobilities, performing authenticity, cultural representations, and creativity (Richards, 2018).

However, the debates associated with the relationship of tourism in the management and planning of cultural heritage largely transcend these issues or even the nowadays trend of asking for more active participation by communities. Figure 1 seeks to systematize some of the most current debates on the management of cultural heritage and tourism (mainly in the urban context and in relation to over-tourism).

When discussing the divergences and convergences between tourism agents, those responsible for cultural heritage and the local community, we must recognize that many heritage sites are highly valued by local and regional communities, who naturally become their protectors. Communities want to develop tourism, but also protect their privacy, and are concerned about the effects that tourism can bring, so is fundamental to plan the involvement of local communities; take into account cultural or religious sensitivities; identify and consult local community leaders; analyze ways in which the local population can play an active role in the management and operation of the tourist attraction ("the friends of the heritage"; volunteer activities; "story telling"; guided tours; among others); seek to maximize the benefits to the local community and reduce or avoid negative impacts (Gonçalves, 2003).

Heritage and cultural tourism have become the object of study of Ethnography and Anthropology trying to better understand the processes of acculturation and appropriation of the visitors' culture in destinations, and intangible heritage assumed a particular interest also. Richards identified the following "main qualitative drivers of cultural tourism" and talks about the growing interest in popular culture, and in the everyday culture of the destination; the growing consumption of intangible heritage alongside museums and monuments; the role of the arts in cultural tourism; the increased linkage between tourism and creativity, and the growth of creative tourism and at last the *omnivorousness* of cultural consumption (Richards, 2014).

Kirshenblatt-Gimblett (1998) evoked in particular the construction of heritage tourism and the *romanticization* of narratives to different groups, forcing new significances to artifacts. Recently, Richards pointed out the emerging trends for cultural tourism: Expected continuity of growth, linked mainly to the tourism overall increase; Expanding mass market; Decline of elitism in cultural tourism audience; Mobilities of residents changing and creating new paradigms: global nomads, temporary residents; Cultural object consumed is changing and integrating everyday life; New cultural tourism definition: all tourism experience implies learning; a collection of practices involving different actors and tourists themselves; Shift from tangible heritage towards new destinations that include intangible heritage; Content creation linked to mobile applications and virtual experiences; Co-creation of cultural experiences between tourists and suppliers; Multiplicity and the plurality of practices of cultural tourism and creative experiences; Visitors refuse the "tourist label"; Emergence of cultural tourism enterprises (Richards, 2018).

Today, new governance models are suggested, like place-based approaches and participatory community planning solutions, with the engagement of local citizens and tourists in the process of placemaking, participating, interacting and co-creating (Richards, 2020).

Special attention is being given to different destinations stakeholders because a tourism culture in the destination only will be achievable if residents can benefit from its development: "No tourism destination can be sustainable and competitive in the long term without hearing the local communities and residents' voices in its tourism planning and management.(...) DMOs are in charge of making local communities aware of the socioeconomic contributions of the tourism sector and should engage local communities and closely monitor the attitudes of residents in regards to tourism development" (UNWTO, 2019b:14).

Research methods are complementary and there isn't one better than the other, but the research problem, resources available and circumstances can determine the better option. Searching for a broader understanding of the cultural tourism experience applied to museums made us use a triangulation of methods that combined: a mass survey of the museum visitors, a roundtable with tourism and culture specialists, and in-depth interviews with museum managers. Future research trends identified Antropology and Etnography as the main innovation contributors to cultural tourism studies (Richards & Munsters, 2010). A survey gives us plenty of information from a more expressive number of people and quantified information, but there are limitations to giving us a more in deep Knowledge of qualitative problems and answers to complex research questions.

Munsters suggests an audit applied to the touristic historic city. A cultural destination experience audit is based on a combination of quantitative and qualitative research methods. The visitor experience is

evaluated by combining 3 methods: personal surveys (to tourists), mystery tourist visits (to service providers), and in-depth interviews (tourist industry/service providers). ATLAS cultural tourism research can be used to evaluate the gap between expectation and experience (Munsters, 2010). That methodology was used at Maastricht in 1999 and had the participation of local authorities, tourist offices, and the tourism industry to study on hospitality image of Maastricht. Results showed that locals were concerned with identity because of the number of visitors (Munster, 2010).

It will make perfect sense to introduce systems for monitoring and evaluating visits to museums, as well as to other cultural facilities at the national level. The human resources to carry out this work must be found among professionals in this sector, but also seeking to integrate universities, through existing research centers, in a joint effort of multidisciplinary teams.

In a recent perspective paper, Richards assumed that culture is nowadays responsible for most of the content delivery to new tourism experiences. It wasn´t always like this, and cultural tourism destinations were famous for their big festivals, museums, and monuments that annually attracted thousands of cultural visitors (Richards, 2019). We will pursue defending this systematic observation and analysis of cultural attractions visitors/audiences and asking for better resources to do it from research financing institutions.

The rise of creative tourism

Getting back to people and visitors, we shell remember that tourism is about services, experiences, and feelings delivered to other people. A movement toward the discovery and demand for personalized activities outside the mainstream destinations of cultural tourism originated the demand for tailor-made and interactive manual workshops (Richards & Williams, 2000). As Quinteiro et al. argue: "The availability of a niche tourism product as a form of creative tourism, which may be based on literary tourism experiences or activities, aims to involve the tourist in participatory actions, activities that require some form of involvement – affective, artistic, cognitive, social." (Quinteiro et al., 2020:363).

However, for the last years, the problematization of tourism in heritage sites has remained too limited to issues of heritage authenticity, forgetting the individual and his contribution to a process of experimentation, interpretation, and construction of experience. In creative tourism proposals, local communities are involved in the experiences, co-creating with the tourist: they guide workshops, lead participants, and work together. In this way, the immersion of the tourist in the local culture is achieved by learning and doing something intimately linked to the places and people where the experience takes place: "Responding to these demands and striving to provide alternative approaches to tourism development interest in creative tourism has been rising in many places, both urban and rural. Through CREATOUR[1] creative tourism research and application project in Portugal, (...) creative tourism is in an inspiring trajectory for agencies, organizations, and entrepreneurs, involved in advancing local culture-based development and cultural tourism." (Duxbury, Carvalho e Albino, 2021:1).

The Loulé Criativo[2] is one of the CREATOUR project partners for the Algarve Region, and is a very good example of a small informal network of agents that is attracting tourists outside the coastal areas and traditional tourist circuits, offering them the opportunity to interact very closely with the communities and to get to know and learn local know-how. These offers sensitize participants to the diversity of the Algarve's historical and cultural heritage and promote, value, preserve and recover the intangible and material cultural heritage, history and culture, and traditional arts and crafts. Our first attempts to profile creative tourists show:

"The profile of cultural tourism is well defined and supported by a long spectrum of scientific research, but little is known about the creative tourist. The few international studies dedicated to the profile of the creative tourist continue to highlight the complexity of this segment, which involves tourists from multiple generations (children, adults and the elderly) looking for authenticity, exclusivity, improving skills,

and desiring contact with the local community. (…) We studied the tourists who participated in creative tourism experiences carried out by 40 institutions involved in the CREATOUR project, located in the four NUTS II regions of Continental Portugal (Norte, Centro, Alentejo and Algarve)." (Remoaldo et al., 2020:2).

In the Algarve region, tourist offers such as those associated with creative tourism meet the expectations of tourists who seek to be informed, learn and know more about the culture of the destination. Strategies for valuing the territory, and making use of its endogenous resources will bring sustainable development of tourism. The path to the development and sustainability of small-scale inland and rural areas, far from the major centers of tourist demand, seems to be this tourism strongly linked to places, people, and heritage. In the Algarve, there are experiences that make the participants – visitors and residents – feel that they are in a special place (Cabeça et al., 2021).

Creative tourism OECD definition includes: "Knowledge-based activities like producers, consumers, and places by utilizing technology, talent or skill to generate meaningful intangible cultural products, creative content, and experiences" (OECD, 2014:14). Creative tourism is considered an emerging field and research demonstrate that its contribution to local sustainable development is a reality. Matteucci et al. (2022) identify this type of cultural tourism as a space of creativity, social relationships, knowledge, and citizenship defending that local communities should be at the center of tourism planning and management.
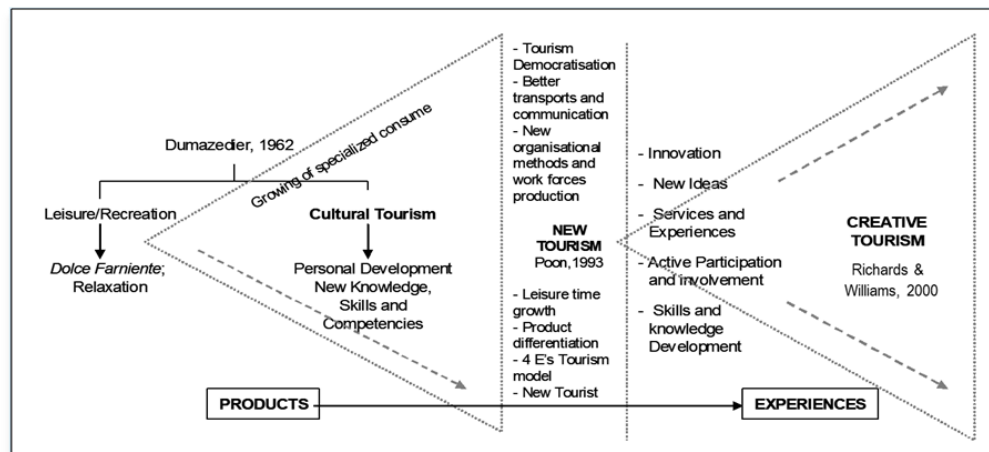

Figure 2: The emergence of creative tourism. Source: Author's elaboration.

On the other hand, the work of Stephany Cary (2004) introduces the concept of "tourist moment" and emphasizes the ephemerality of the relationship that tourists establish with the space they visit. The remarkable and memorable effect of this experience depends on the capacity of places and experiences to generate discovery and a sense of belonging to the visitor, thus introducing a change in the theoretical approach of the study of the tourist-subject, who increasingly appears as an actor with responsibility in the final result of the tourist experience (Gonçalves, 2013).

In this way, the sociological and anthropological discourses, that place the authenticity of objects and artifacts, as essential elements for the quality of the tourist experience seem to lose strength, assuming that concepts such as novelty, interactivity, and multi-sensoriality are key determinants in the tourist experience of visiting cultural resources.

The tourist moment emerges as a spontaneous experience of self-discovery and common belonging, assuming a central role in shaping the experience. However, the research that has been carried out, for example, shows that the visit to the museum emerges as the experience of the "authentic" and that the tourist, and the visitor in general, remain little active spectators in the experience of visiting the museum since the museum does not explicitly integrate an orientation towards the experience (Gonçalves, 2013).

Some work can be pursued in relation to more traditional cultural attractions to become increasingly places of creative and memorable cultural experiences, where all the senses get engaged.

Virtual, augmented and metaverse cultural tourism

The acknowledgment that technology and mobility in cultural tourism will become an important dimension of future research are some of the remarks that should be taken in consideration in these domains, but the relevance is centered on "broader social changes" (Richards, 2018: 19). Tourist behavior needs to be better known and for that mobile phones and digital scanning are being used to track tourists, but could include sentiment analysis at internet booking platforms.

Another project we have been working on – iHeritage[3]– includes the development of a mobile application that answers to this technological emergence, and we really believe that will be a prevalent trend among cultural and tourism future experiences: "The logical progression from traditional tourism to the foundation for innovations and technological orientation of the overall industry was arranged with the extensive adoption of information and communication technologies (ICT's) in tourism. Naturally, this development continues with the prevalent adoption of social media by tourists and travel agents, recognizing technology as an infrastructure in tourism that will embrace a variety of smart computing technologies that integrate hardware, software and network expertise to optimize business processes and business performances, as well as to register the mobility of tourism information and of tourism consumers. This is also a way to attract youngsters to cultural heritage and to better disseminate our culture" (Gonçalves et al., 2022:2).

Some destinations are already reconfiguring all their practices and transforming cultural experiences delivered to tourists (Wiastuti et al, 2020). One of the examples of case studies on heritage digital experiences is Jakarta, that already adopted digital technology in several museums and is working on best ways and requirements to create efficient digital information and documents applied to heritage places. There is an overall demand among millennial visitors to consume more digital experiences, that recognize that print material is not so interesting (Wiastuti et al, 2020).

The data collection and the creation of digital routes through iHERITAGE gave us the ability to promote intangible cultural elements of cultural tourism in Tavira. Through the extended international and academic agenda of the iHERITAGE project, University of the Algarve is creating the necessary synergies for the management and safeguarding of research in the field of the Mediterranean Diet, its connection with the chosen geographic locations, and the analysis of virtual routes that assemble the topics of interest of the olive industry and the fruit's journey from the mountains to the sea. Testimonials, pictures, videos, and places are getting together to offer an integrated visit to our cultural heritage.

Today, the virtual experience in the landscape of cultural content and cultural routes has a potentially new and important role (Richards, 2018). Routes development is based on digital mapping and associates characteristics and contents to the innovative aspect. Additionally, to provide route guidance and to deliver a digital map with accurate content, one must understand the importance of authenticity in smart tourism as a truthful and genuine experience rather than a forged practice in the context of physical objects (Pine & Gilmore, 1998 & 2007).

Special attention will need to be addressed to data captured linked to smart tourism, namely issues of information governance and evaluation of information importance. A better knowledge of the context of safety and security is necessary, whilst determining the openness and universal nature of operative applications in smart tourism (Gonçalves et al., 2022).

Another advantage of technological support is creating new sources of gathering data. GPS tracking is an eminent research source, being the main problem with the integration with other software for data analysis.

One other concern comes from technology mediation and has to do with the expenses of data info-

structures and information storage, following assessment concerns over sustainability costs (e.g., energy consumption and e-waste), maintenance support to technological equipment but also with the contextualization of information. ICT dependence reveals concerns in three other aspects: data overload, innovation deficiencies, and individuals' increased desire to escape from technologies when they are on vacation. Results from iHeritage research testimony that:

"Besides all the positive aspects identified through opportunities of digital tourism to reduce negative impacts to culturally sensitive sites, one of the emerging questions identified by the research is the proliferation of apps offering different services, which most people download to their mobile devices and the lack of integration of information related to tourism destinations. Additional remarks can result from the difficulties in choosing interesting narratives that are able to keep visitors interested and make the digital experience memorable." (Gonçalves et al., 2022:9).

In turn, one of the great challenges of cultural and heritage tourism is related to the ways of reconstructing the past through interpretation, which shall be rigorous and scientifically proven before coming available to the global tourist.

Conclusion

There is growing mobility of people in nowadays world that poses several challenges to the conviction that we travel to know more about the lives and culture of others. The change operated by globalization, liberalization, and digitalization of work is bringing new paradigms to tourist and tourism studies. Even residential tourism is fading out with the emergence of new mobilities that don't have associated with buying houses or establishing temporary employment contracts.

Digital content availability and new technologies will also interfere with cultural tourism's future development, not only determining new visitors' behaviors but also reconfiguring the different stakeholders' interactions. Other aspects to consider are the rediscovery of the links between tangible and intangible heritage, the use of virtual applications to make available new content and products, the strengthening between tourism and the creative economy, and the emergence of new ways to do cultural tourism (Gonçalves et al., 2022; Richards, 2018).

Community-based approaches or even placed-based approaches are very complex and difficult for academic and institutional bodies, not only because of the resources available but mainly because of the engagement with the community that it requires. In our view, some other stereotyping about the academy can also add difficulties to a closer approach to local stakeholders.

In fact, research demonstrated that is really necessary more networking to create transformation and promote sustainable development. Every place is different and a one namely, through creative *idealabs* and the co-creating process, we can be not only facilitators of innovative development in tourism, but also scientific consultants and providers of new links between different actors (Cabeça et al., 2022). We can never forget that different stakeholders' knowledge can give different and complementary contributions to cultural and tourism sustainable development.

The dynamism of these areas proves to be essential for the innovation and creativity of the tourism and cultural sectors, so it will be necessary to create more knowledge, in order to create more value between tourism and culture.

Written by Alexandra Rodrigues Gonçalves, Integrated Researcher Cinturs – Research Centre for Tourism, Sustainability and Well-being; Research Collaborator CiTur Algarve; University of Algarve, Portugal

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86. TOURISM INNOVATION - Contributions by Isabel Rodriguez

Even though I made some modest contributions to tourism planning in the topic of tourism destinations' life cycle and the need for renovation and diversification of mature destinations, I believe that my most relevant contributions are made within the topic of **tourism innovation**. My interest for this started with my PhD. It was a radically new direction to take but it meant the beginning of my research autonomy and leadership. At that moment innovation was a trendy word everywhere and especially in political discourses which captivated my attention. What was really behind this fuzzy word and how could you measure it with tangible results? My initial interest was from a **policy perspective** by documenting innovation in tourism policies and innovation policies outcomes (Rodriguez, Williams & Hall, 2014). Soon I moved to the **business/ entrepreneurial** side trying to understand innovation as a **risky and uncertain process** rather than as a simple successful output (Rodriguez, Williams & Brotons, 2017; Rodriguez, Williams & Skokic, 2020). I found that **customers' behaviours and responses to the innovation** were key to understanding most of the innovation endings: success or failure (Rodriguez, Williams & Andreu, 2019). This opened a new research avenue pointing out to the field of behavioural economics which is within my current work and future interest. A **longitudinal** observation that most innovation companies I had approached ended up failing introduced me to the **concept of failure** and the possibility of observing this from a different dimension: what if 'commercial failure' or activity cessation is only the beginning of new ideas in the longer-term trajectory of 'failed' entrepreneurs? This is my current interest and work in progress: the investigation and conceptualisation of innovation post-failure knowledge mobility.

At some point in my innovation journey, I wanted to export the innovation process concept to the field of scientific research and this is how with my usual innovation colleagues (Allan Williams and Teemu Makkonen) started this spin-off research in the field of **originality in tourism research** (Rodriguez, Makkonen, & Williams, 2019; Rodriguez et al., 2021). With them (Williams, Rodriguez & Makkonen, 2020) we also ventured into a conceptual piece bringing selected issues from the innovation literature to offer insightful perspectives to **smart destinations** (another fuzzy concept!).

Most of my work in tourism innovation aimed to have an **impact** in policy making and society. I have produced **policy briefings** and **a policy recommendations report** based on co-production of knowledge with policymakers and entrepreneurs' survey consultation. Besides policymakers, entrepreneurs have also been potential users of my research thanks to the incorporation of stories in the production of **case study videos**.

In summary, I believe that these are my most noteworthy contributions to this field:

Figure 1. Contributions to the field of tourism innovation.

The insight that innovation in policies is a rarity and that it is difficult to translate policy ideals like innovation into action

Despite the fact that innovation was rapidly emerging as an important topic in the tourism policy, when I started my research, there was still a gap between work on tourism policy and that on innovation outcomes which tended to be disconnected. To gain insights into the innovation outcomes of the tourism policy process and governmental strategies to encourage innovation, I observed the implementation process and innovation outcomes of selected tourism innovation programmes in Spain. I approached this from different angles. From a **longitudinal perspective**, I examined the outcomes of tourism policy changes in order to identify innovation. I provided evidence of how innovation outcomes of tourism policy are difficult to attain and therefore infrequent being highly influenced by factors such as crisis or periods of significant change. This confirmed that **policy innovation is a rarity** and that incremental adaptation and policy succession are predominant. Additionally, I examined the **relationship between innovation policy and tourism policy**, particularly where they intersected, and I documented the longitudinal governmental stimulus to tourism innovation through a mix of policy instruments. Finally, I addressed more specific and operative aspects of programme implementation and innovation outcomes through the exploration of two tourism innovation programmes targeting different agents and forms of attaining innovation: one was a **clusters programme** targeting cooperative innovation and the other a **young entrepreneurs programme** with innovation being at the heart of enterprise startups. The innovative clusters case study in the work "*Tourism innovation policy: implementation and outcomes*" (Rodriguez, Williams & Hall, 2014)

provided evidence of the difficulties in translating policy ideals like innovation into action and the questionable effectiveness of these types of systemic instruments to promote tourism innovation.

Light into the "black box" of the innovation process or how innovations are developed and implemented over time

When we started this research there were virtually no systematic studies of the process of tourism innovation and the tourism literature was rather fragmented, mostly suggestive and focused only on different aspects of this process. We aimed to provide an overview of the innovation journey of a relatively understudied type of entrepreneur: 'the new-to-tourism entrepreneur' establishing start-up firms by interviewing founders and analyzing the sequence of events or tasks they were going through from idea to innovation commercialization. We developed our own model of the process that provided detail of a range of barriers to innovation and strategies adopted to minimise these together with valuable insights to inform the work of policy-making and implementation bodies that ultimately could contribute to more effective tourism innovation practices. Key characteristics of the process, its uncertainty, inspired future work on **uncertainty, risk, and risk management** (Williams, Rodriguez & Skokic, 2020) and pointed to the need of following the processes in a **longitudinal study** to explore the firms' development patterns including failure (forthcoming paper).

Insights into the shifting and blurred meanings of risks and uncertainty across the different stages of the innovation process

In the work *"Innovation, Risk, and Uncertainty: A Study of Tourism Entrepreneurs"* (Williams, Rodriguez & Skokic, 2020) we reflected on the range of risks (known risks) and uncertainties (unknown risks) that tourism entrepreneurs face during the innovation process. We were aware that the innovation process largely depended on the entrepreneur's capacity to manage variable levels of risk and uncertainty and therefore decided to explore this in detail by bringing a differentiated approach between the two concepts (previous works had treated risk and uncertainty as synonymous). This qualitative study contributed the first detailed analysis— generically, and not only in tourism—of the different types of risks and uncertainties encountered along the innovation process, as understood by the entrepreneurs. We confirmed that individuals are more averse to uncertainty than risk and that different competences are required to manage these. Risks can be incorporated into the business plan, and operations: they are in effect "insurable" but uncertainty, when manifested, necessarily requires an agile response by the entrepreneur. Uncertainty was especially important at the idea generation stage, and for those with little prior business knowledge of the tourism sector. Over time, increased experience and knowledge, including tourism knowledge, allows entrepreneurs to convert some uncertainties into risks. However, uncertainties persist, and—although pervasive to the entire innovation process—become even more focused in the diffusion stage because of difficulties in predicting customer resistance. Our work ended up by considering some policy and practice implications such when (at which stage) and how (training) the business support services need to target the predominant risks and uncertainties that emerge across the different stages of the innovation process.

Customer resistance is the greatest risk to innovation

Innovation is essentially and literally a risky business, and the literature reports high failure rates for innovation. While risks exist in all stages of the innovation process, perhaps the most critical stage is innovation diffusion since the marketplace is the battleground where the fate of the innovation is decided. More often than might be expected from reading the often-advocative innovation literature, new ideas

generate uncertainty in the minds of potential adopters, who can perceive them as a known or unknown risk or as a potential threat. Moreover, the more radical the degree of change associated with the innovation, the more likely it is to conflict with current habits, ways of thinking and previous experience, and to encounter substantial resistance. The study *"Customer Resistance to Tourism Innovations: Entrepreneurs' Understanding and Management Strategies"* (Rodriguez, Williams and Andreu, 2019) empirically explored the entrepreneurs' perceived sources of resistance and how they deal with them by merging the literatures on innovation, entrepreneurship and customer resistance. The tourism industry has proved to be very attractive (because of its magnitude and economic importance) for innovators originating outside this domain. However, these entrepreneurs—who have the potential to bring new ideas into tourism and hospitality businesses—often encounter resistance from customers, satisfied with the status quo and with no or low appetites for innovation. Our study showed that two aspects are of relevance for customers' innovation acceptance or resistance: the innovation attributes and the subjective perception of these attributes by customers, since these can develop into risks and perceived risks are a critical variable for decision making. Indeed, the findings highlighted the importance of understanding, anticipating, and responding to these.

This work has been a preliminary step to future research work I aim to conduct into behavioural economics and human behaviour towards innovation in a context of **real-life experiments** and under the influence of **digital nudging**.

An increased understanding of what is originality in tourism research

The notion of originality surrounds us researchers but it is still an elusive concept which had received little scholarly attention in tourism. With our work "*Peer review assessment of originality in tourism journals: critical perspective of key gatekeepers*" (Rodriguez, Makkonen & Williams, 2020) we addressed this gap by interviewing journal editors and editorial board members in tourism who constitute "gatekeepers of science" and certify that a work is worthy of attention because of its originality. We provided insights into the extent to which there was a shared understanding of what constitutes originality in the domain of tourism research, the level of importance attached to it in their assessments and what informs decisions when judging originality (e.g. tacit or codified knowledge embedded in the review process, intuition, willingness to take risks, conflicts of interest or bias). This study provided a comprehensive picture of the multidimensional nature of originality with overlapping dimensions such as novelty, significance and relevance. Different types and levels of originality were recognised and we discovered a variable and highly intuitive basis for the assessments depending on the reputation of the journal. We introduced a 'spectrum of originality', from radical to minor incremental, in relation to different tiers of journals which enriched previous understandings of the topic. Reconstructing the cognitive process of assessment described by many interviewees, we provided a roadmap of the relevant criteria to be met for paper acceptance. Originality is highly important in the assessment process, being an essential but not a sufficient condition which competes for importance with relevance and methodological rigour.

Subsequent work "*Originality: the holy grail of tourism research*" (Rodriguez et al., 2021) came as the logical continuation to keep on adding understanding to the complexity of this concept. Some tourism authors do emerge as highly original researchers and this raised the question of what characterises these individuals who produce original ideas that lead to original publications and what facilitates this within particular research contexts. We discussed originality as shaped by multi-scale factors by interviewing and analysing the perceptions of highly original tourism researchers and identified the factors that facilitated or obstructed original research. A picture of highly original academics emerged: these have interdisciplinary backgrounds – variously interpreted – and an (open) unorthodox way of looking at the world. They are also self-confident and highly motivated, engaged in (international) networks and supported by an encouraging research environment. Unfortunately, we could not identify clear routes or "recipes" that lead to originality

since both pathways and understanding is highly personal but we could show how some individuals have navigated their contrasting journeys to originality.
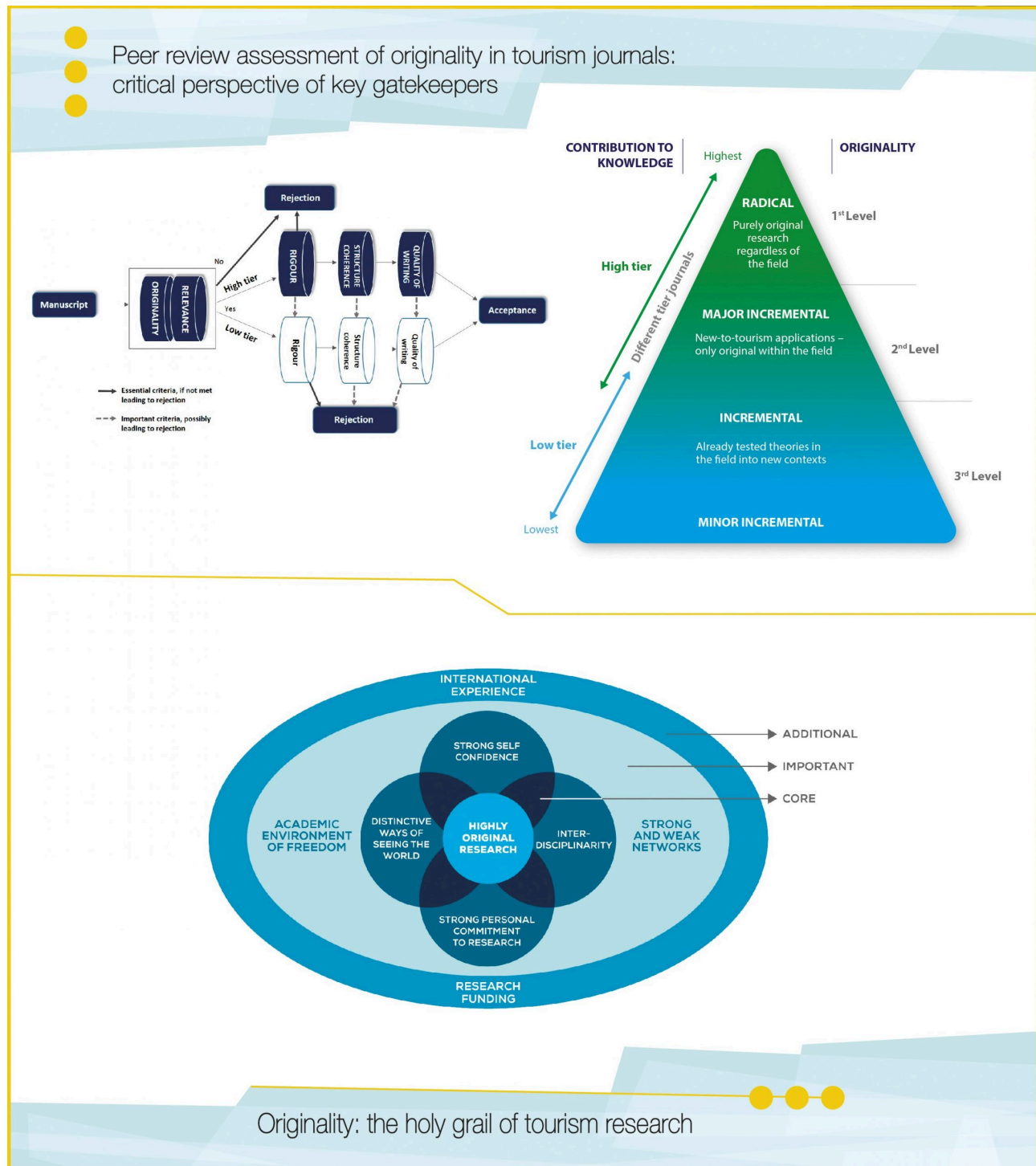

Figure 2. Originality in tourism research. Click to open in a larger size.

Overall, I think innovation is a fascinating topic to the understanding of which I have contributed to from some angles but there are still many gaps and intersections with other topics yet to come.

Acknowledgements

Written by Isabel Rodriguez, University of Surrey, United Kingdom
[*Read Isabel's letter to the next generation of tourism researchers*](#)

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87. (IN)FORMAL PERCEPTIONS AND ARGUMENTS ON TOURISM GOVERNANCE MULTIFACETED CONCEPT - Contributions by Maria do Rosário Borges

My initial steps towards the approach to tourism and governance concept and issues

It was whilst attending my degree in Tourism Management and Planning (1990-1995), at the University of Aveiro (Portugal), that I developed a particular motivation to study tourism issues related to international institutions and sustainability, public policy and planning. Two authors inspired me significantly at the time, Edward Inskeep and Colin Michael Hall. Issues of sustainable development seemed inseparable to those of international policies and collective engagement, subsequently, in the early 1990's, my interest began to focus on the international dimension of tourism. Years later, I had the opportunity to share, through a book chapter (Borges, 2007), my first reflections on the concept of governance and the network of actors in Portugal engaged towards sustainable tourism. At that time, the concept was still hardly investigated in the area of tourism, especially in Portugal where there was a lack of empirical studies on tourism governance concerning the tourist destinations. As so, expectations for future investigation regarding its theoretical and empirical relevance were very promising.

As part of my doctoral thesis, I found a good opportunity to start a more in-depth investigation in the knowledge area where governance, tourism, sustainability and destination management go interwine. In this way, I carried out a thesis entitled "Governance for the sustainable development of tourism destinations: The case of the Alentejo region (Portugal)". The investigation focused on the design of a public governance model for the sustainable development of tourist destinations, grounded on the existing recommendations of international organizations (Borges, 2016). Based on Valentina Danica's research into these matters (2006, 2009 e 2013), exploring the perspectives of international institutions recommendations on public governance for sustainable tourism became a very interesting arena of investigation to me. The empirical study was developed in two levels. On the first, I organized an international panel of experts to select the most relevant documents at a global level for the purpose of the study and, from that point on, new horizons opened up with this international new integrated vision in developing synergies, at different scales, for good public governance. A theoretical model based on international recommendations was developed, and on the second level the empirical study was focused mainly on the perceptions of Alentejo region stakeholders (public sector, private sector and civil society) regarding the requirements needed to develop a governance framework to improve sustainable tourism at the Alentejo destination level.

Has the political discourse been demagogic when using the eclectic governance concept? My current (in)formal perceptions and arguments on tourism governance

After having conducted that empirical research, and in regards to tourism destinations, I sometimes ´played

around` with some of the many governance concepts to explain and reflect on the political good will and attitudes to change the paradigms needed for a truly more sustainable development. It seems that this ´golden` concept is often used like a mantra, to rename institutions, to serve as an essential pillar in discourses that promise the desired change, to strengthen ideas of official documents regarding tourism political strategy, besides other purposes. Based on my perceptions, I sometimes wonder how often this ´golden´ concept is intentionally used for speech elaboration (a kind of political wash governance) and how many years are needed to clarify the objective meaning in order to leverage the necessary changes for an integrated management towards sustainability. Although in a fragmented way, some answers have been provided by scientific research, but the inputs take too long to be applied to the sector dynamics.

I'm in continuous reading on governance approaches in regards to recent scientific outputs. In addition, in the last years I have also been participating in some projects related with destination management for the development of sustainable tourism, based on the identification of the best governance models and monitor tools (e.g. SuSTowns, PANORAMED Governance Platform, ASTO approach to the identification of indicators for monitoring governance in Alentejo tourism destination). So, the more I reflect on the concept, the more I question whether the political games are stronger than the governance multiple assumptions and how younger generations are prepared to cut with old vices. Most of the times, so far, it appears to me that the theme is often used to support a demagogic speech performed by most of the politicians and public managers.

Will it follow the same path as the concept of sustainable development? In fact, there are too many definitions of the concept and with very different scopes, as has already happened and been observed within the concept of sustainable tourism. Somewhere, years ago, I read that the creation of the concept of governance marks a new worldwide new encouragement (or reason) to unite all the actors around a common project, whose application of principles and objectives were slow to produce results – sustainable development. I consider that both concepts have many similarities. For example, they advocate a goal of global interest, depend on other concepts to be operationalized, are very handy to support demagogic promises for changes, civil society has some difficulties in understanding the objective meaning that its application can have, can create strong synergies with other concepts and complement each other to foster sustainability.

Governance multifaceted concept – presenting the figure of a puzzle to aggregate important conceptual dimensions

Often, I address to explain the meaning of the governance concept in a sustainable development context. Depending on the audiences, I explore general concepts which are more complex to operationalize (such as the one presented by Lowndes & Skelcher, 1998), as well as the more extensive and objective concepts (such as those presented by the United Nations Development Program, European Commission or World Bank (Sudders & Nahem, 2007)). More recently, in November 2021, I presented a communication entitled ´Experience in the context of Governance for measuring the sustainability of tourism` at the UNWTO-INSTO Network of Sustainable Tourism Observatories 2021 Global Virtual INSTO Meeting (Borges & Serra, 2021). In this international forum, I shared some of my first reflections established to identify the informative dimensions for the governance area of the indicator system of the ASTO – Alentejo Sustainable Tourism Observatory. In fact, the reasoning presented translates the multifaceted dimension of this eclectic concept. It assumes that governments are still important in the process of governing these matters because they represent collective interest (like Becken & Loehr recently reaffirmed), but they should share responsibilities with other stakeholders (e.g. private sector and civil society). This should be planned in the appropriate ratio, either choosing destinations centered on hierarchical, network, market or community models, or making a choice based on a composed model according to the collective objectives that were agreed to achieved.

To facilitate the sharing of these reflections, I created a scheme to graphically present the various key

dimensions that should revolve around the concept of governance (Figure 1), without which it wouldn't assume the meaning for which it was originally created, as far as my perception is concerned based on the knowledge I have acquired.
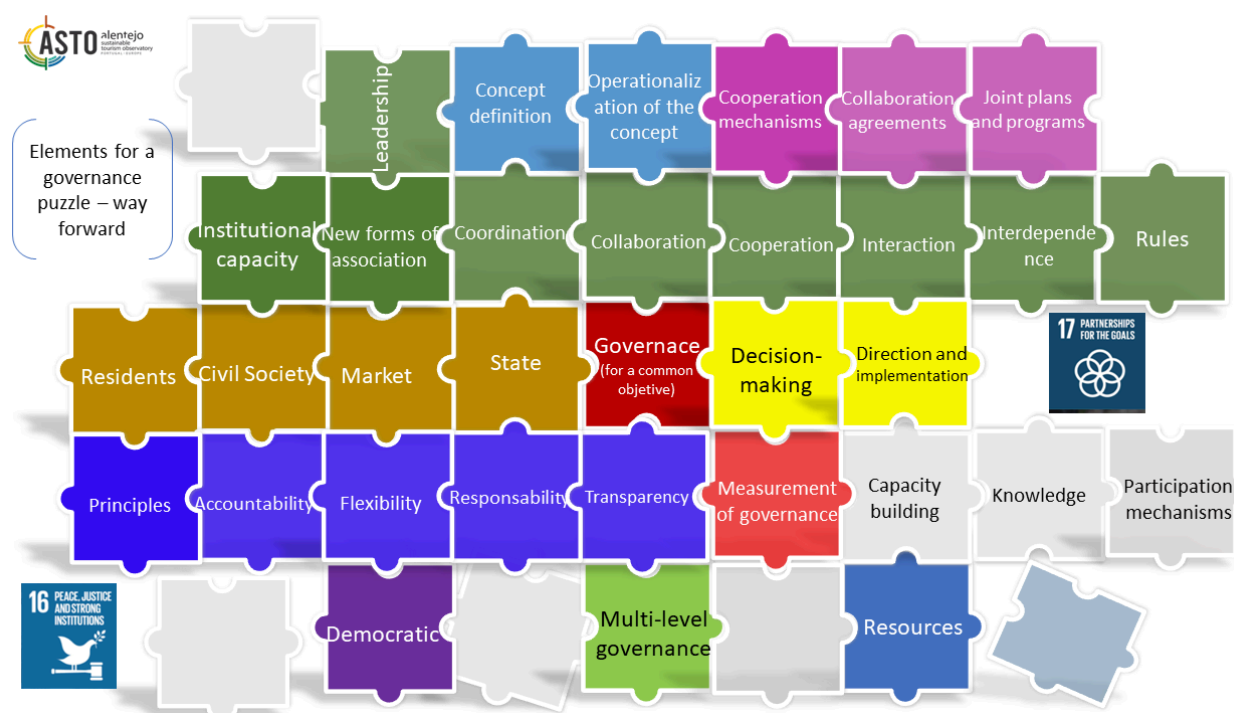

Figure 1. Public Governance Puzzle: Dimensions that generate synergies in an integrated way. Source: Borges & Serra (2021)

Working fully on the concept of public governance implies valuing participatory structures and processes (Borges, Eusébio & Carvalho, 2014; Hall, 2011ab; Wang, Zhang & Qiu, 2022), based on the articulation between different dimensions (see each of the 33 pieces presented in the puzzle), whose concepts have been addressed for many years in various disciplinary areas. Figure 1 also shows 2 pieces that are directly related to the commitments of the 2030 Agenda that, in the scope of governance, all agents and destinations must assume. The remaining 5 blank pieces refer to other dimensions, which must be specified depending on the context in which it is intended to implement a public governance policy for a tourist destination. This was the most telegraphic way I found to convey how complex it is to conceptualize and operationalize the concept of public governance in the context of sustainable development of tourist destinations.

Although the UNWTO has a guide to support the development of the indicator system for governance (Duran, 2013), there is a need to additional analyse the concrete reality of each destination and understand how governance structures and processes models are usually conducted, in terms of the dynamics of the public, private and civil society sectors, as far as matters of common interest are concerned. Recently, ISO released the ISO 37000: 2021 standard on governance of organizations, which is applicable to all organizations regardless of type, size, location, structure or purpose. In terms of planning and managing tourist destinations, it is necessary to investigate further how these guidelines can be operationalized to ensure the governance of issues of common interest in tourism.

It will be useful to continuously develop theoretical and empirical studies to discuss more specifically the synergies that can be created between the concept of governance and others that converge with it (a systemic approach), in order to improve the design of successful models of development that ensure that tourism contributes to the achievement of the 17 SDGs. It is suggested more studies that allow

comparing destinations with common and differentiating characteristics (for example, considering the territorial scale, political regime, level of development, offer of products) to ascertain what are the common and differentiating factors that can contribute to the definition of successful governance models.

Acknowledgements

Written by Maria do Rosário Borges, CIDEHUS-University of Évora, Portugal
[*Read Maria's letter to future generations of tourism researchers*](#)

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88. WOMEN, TOURISM AND REGENERATIVE DEVELOPMENT - Contributions by Ángeles Rubio Gil

I began my research work in the tourism sector at the same time that I changed a pragmatic philosophy for a more harmonious one. Then I went from the recurring maxims in my generation, fight, conquer goals, prove to be as capable as men…, to the piece of advice my teacher, Ana Mañeru, translator of Emily Dickinson (2012, 2021) gave me, 'if you want something to change, change yourself first! How? Starting from oneself, in tune with the course of things', listening to what the world needs and what we need. That is to say be in tune with the principles of permaculture, which today enters into the theory and practice of tourism, of not believing that the human being is the centre of all things but a part that benefits the environment, to work with nature and its logic, never against it (Marion Young, 2011).

The beginning of this new life was marked by obtaining the *Turismo de España* doctoral thesis granted by the Ministry of Economy in the summer of 1995. To do this, I had to give up another training grant for research staff at the *Departamento de Estudios del Instituto de la Mujer*. Both grants were a challenge due to the novelty of their theme in the academic world at the time and the need to further study the work of women and tourism. At that time, we had 23% female unemployment in the country and women's access to university at the end of the 1980s was a minority in the departments of Universidad Complutense, where I began my collaboration as a sociology student and then of political science. Studies that have come to be known as gender or tourism did not exist yet, and research on these matters had very little recognition in disciplines such as economics or sociology.

The interdisciplinary nature of both areas of knowledge did not help their institutionalisation either; some undergraduate and doctoral students from various careers decided to set up a seminar on women's studies, which great academics attended, and this was done without charging fees. We also elaborated, during a consultation period with the Ministry of Education, a critique of the *Nueva Reforma de los Planes de Estudio Universitarios* (LRU of 1983) in order for women to be included in all subjects, such as history, sociology, consumer behaviour. I faced, with some caution, the first papers on women in Western thought in what were the first gender studies at the *Universidad Autónoma de Madrid* commissioned by María Ángeles Durán (2020), a pioneer in accounting for the value of women's unpaid work. We talked about our circular time, which today brings us closer, according to statistics (Durán, 2015), to that peaceful and circular economy, more rooted in natural cycles and care that humanity needs.

Studies such as those by Isabel Balza (2015) show that men have more pro-environmental opinions, whereas women have more sustainable and pro-environmental attitudes and behaviours (recycling, noise, bicycle use, use of public transport and water are highlighted only as energy saving items). It is an important issue because it overcomes the limitation of sustainable development, which assumes that the costs of environmental action are immediate and personal (using public transport, for example), whereas the benefits are for the future and diffused, such as the reduction of CO_2 emissions or energy savings (David Pearce, 1990, 2003).

With this illusion, the following papers arrived at international congresses to insist on the urgency of non-extractive tourism of resources and at national congresses to arrive the tourism studies at the Spanish University. Something that happened with Decree Law 259 of 1996, much later than in the countries of our economic environment. Meanwhile, the sector was growing by leaps and bounds in its contribution to GDP, the balance of payments and in the international ranking in number of tourists, thereby alleviating the high unemployment rates, especially among women and youth. Back in 1999, the companions, Águeda Esteban and Adela Mariscal, as the first affiliated women, invited me to be part of the *Spanish Association*

of Scientific Experts in Tourism, where I was able to contribute to the publication of the first manuals for new undergraduate studies, *Human Resources in the Tourism Sector and Sociology of Tourism* (coord.), the latter with the chapter, 'Tourism, Society and Development' (in Ariel from the Planeta group). However, despite the number and quality of undergraduate and postgraduate degrees, a specific area of knowledge in tourism could not be conquered until recently, on 19 October 2021, with Royal Decree 822 on the organisation of university education.

At that time, it became necessary to attend to the need for analysing and improving the new markets, and we started with articles such as 'Tourist product: conceptual framework and new consumption patterns' (1996), 'Paradoxes in paradise: accessibility in nature tourism services in Spain' (2001) or 'Tourism as an agent of conservation and development' (2003) and publications on social skills and directives for students like 'How to speak in public' (2004), 'How to win the position and overcome the Probation Period' (2008) or 'Communication in the boards of directors' (2002).

In this sense, in the tourism sector, female contribution has stood out in the creation of companies and research for sustainable development. On the contrary, the gender gap in senior management and technological occupations has remained (Cristina Figueroa, 2020). Proof of this is that when businesswomen on a global scale are asked about their primary motivation for starting a business, 48% stated that it was 'to change the world', 75% 'because work is scarce' and only 23% 'to obtain a large income', according to the Global Entrepreneurship Monitor survey (2022). From this, immediate conclusions can be drawn. 1) The importance of managerial training for women entrepreneurs, as the object of every company must be to maximise profits, guarantee their survival and therefore, employment and development: 2) when women undertake, they do so fundamentally as a way to enter the labour market as well as for a decisive interest; 3) for the economic development to be regenerative (improving the land).

Women represent 54% of the employment generated by the tourism industry on an international scale, according to the *Estudio de impacto Económico* of the World Travel & Tourism Council in collaboration with Oxford Economics. Being businesswomen, the rate of feminisation is much higher in the modalities of tourism with an ecological vocation, but with business smaller in size, such as rural, nature or agrotourism. Something similar happens with tourism research. For example, the most cited female researchers are 10% in the generic category of Tourism on Google Scholar, around 60% in scientific production on Sustainable Tourism in Spanish, 40% in English and 60% among the most cited researchers in the Rural Tourism category.

On a personal note, the study of responsible job-creation and sustainable tourism allowed me to continue with my ideas of youth and overcome the difficulties of the labour market for university women. For example, when the first bank in the country where I worked in Human Resources disappeared or once I finished my doctorate, tourism research led me to believe in the potential of creativity to transform any adverse situation. This was firstly because I was able to combine taking care of my son with the job I wanted; second, because the results of the investigation could have a positive impact on the sector and on society.

This is how I lived as a freelancer with research awards, such as the one for 'ideas for the promotion of tourism in the Community of Madrid' from the *Confederación de Empresarios* for 30 proposals that were widely applied in the hotel industry in my city, the award for the study on the structure and sociology of gaming in Spain (for CELEJ), the Europa *Universitas* / Sol Meliá essay award on the influence of art on tourism or the research award on the economy and employment of Land Army. I will tell you two little secrets about how I won these awards: 1. You always observe the social sciences method (in documentation, structure, writing, etc.). 2. Apply the techniques of strategic marketing, which begin with knowing what the demand requires for the exchange to be correct, and as these awards had never been granted to a woman until then, I signed the investigations eliminating an E and an S so that it remained the name of my brother, Angel Rubio†. That is like the style of nineteenth-century writers. The committees were happy to discover that he was a girl because they stated that in the future, it would be less compromising to decide to give it to other women.

The time came for my son's arrival after a confined pregnancy with a poor prognosis, which I tried to overcome by writing about tourist accessibility with special attention to tourism for the elderly and pregnant women. It was so interesting that it also made me ignore the first signs of labour. There is a Spanish saying that "children come into this world with bread under their arm", and within hours of giving birth to Anthony, I received a call to teach as an associate professor of social studies at a newly created university, and two years later to work in what was the first university of tourism studies in the country, the Rey Juan Carlos, where I continue to work as a professor of tourism marketing.

Little Anthony Wood had turned one year old when we witnessed with astonishment the attacks on the Twin Towers and with it, the first symptoms of an unprecedented crisis in the travel industry in addition to the social and financial one that would manifest itself in 2008 and we had anticipated in works such as *The Banking Revolution* (1995), *Finance and Society* (Dir., 2002) or *Chance as destiny: from the society of the game to fear* (2004). Additionally, there were new scenarios after the elaboration of diverse investigations on *Young people in Network* (2009), *Big Data and tourist knowledge* (2015), *New tourism professions and ICTs* (2021) and *Digitization and Intellectual Capital (2019)*, the latter within the *Z Generation in Europe* study committee, led by professors from *Saarland University* (Germany), Chris Schulz† and Anne Rennig. These and other topics resulted in a series of personal development books and reports on leisure, tourism and family in La Vanguardia (2010), one of the main newspapers in Spain and various magazines.

Gen Z is a cohort that grew up with the millennium and whom, without a doubt, we should study and pave the way for with certainty, hope and alternatives, especially after the last years of the pandemic and war threats. Specific, we promoted the *NONNOBIS Social Research group* with colleagues from different areas of macro and microeconomics and sociology, carrying out collective monographs such as *Rural Youth and Development* (2018) and our article 'Youth and rural employment: development factor through consumption and sustainable tourism' or on 'Regenerative rural tourism' (against depopulation and desertification of the mountains) and 'Business niches and youth employability as factors of sustainable rural development' (2018). These and other investigations were for various public organisations with the certainty that in a highly competitive market, it is the best strategy the very specific market niches (Tevfik Dalgic, 1994, 2006) to provide a competitive advantage for the entrepreneurship of women and youth. In tourism, specifically through new modalities that respect natural and cultural heritage, this is how we work the processes of 'Genealogical and Root Tourism' (2017), Regenerative Rural Tourism (2019) or 'Halal and Kosher Tourism' (2021).

However, the 'business niche' has not been the only strategy for the promotion of 'decent employment' that focuses our concern and the principles that advocate the objectives of the UN 2030 agenda, but we also discovered with other colleagues who shared the idea that the 'Tourist Route' is a privileged way to do it. Further, it is a more sustainable way of sharing resources and attractions of various populations in rural areas, without excessive burden for any of them. Based on the Cluster theory (Porter, 1990, 2000), we launched ourselves to promote cultural tourism routes as agents of socioeconomic development, which greatly enhance synergies between companies, markets, suppliers, etc., especially in the aforementioned inland European mountains, gripped by depopulation.

This concern translated into the design of new cultural routes through publications and computer applications, with the financing from the government of various community, first with the project on the *Folklore of Segovia* (2014), *Rutas de La Rioja Encantada* (2017) or *Rutas de La Rioja, Itinerarios, Industria de Viajeros y Desarrollo* (2019) by URJC project and publication in Dickinson. It was to go from town to town after the hidden treasure of their castles, dances, legends or legendary stories, which gave rise to a set of itineraries such as *the gastronomic route of the dinosaurs* (2019), The Route of the Bandoleros in Alhama-Linares (2018), *Routes of Spanish La Rioja and the American ones* (with Sara González would go, 2019), *Thermal and Health Route* (with Esther Pascual), etc.

Along the way, as in research, life meets us, and the work with great tourism experts through international conferences was one of the bases for understanding that research into natural and intangible heritage

is the tool to add value to destinies along the line of 'enchantment' in Rifkin's (2000) or Jensen's (2009) sociological terms. In this task, cultural and spiritual tourism showed without disenchantment and us the pattern of tourism as an unrepentant search for human development. For example, was such that the conference had the participation of 11 countries in Lincoln (UK) in 2006: *Tourism, the spiritual dimension* with Richard Sharpley, in 2007 on Cultural Tourism with Greg Richard (The Netherlands) and Xerardo Pereiro (Portugal) or with Santiago and Agustina Cano from Argentina in various countries of America with the International Congress on Religious and Sustainable Tourism (2017–2021). Then came the organisation of the first International Congress of Sociology and Anthropology that we organised in 2l-23 may, 2014 in Granada (Spain). Highlighting the Huesca International Congress of 2015, the European project of the Holy Grail, directed by Professor Victoria San Agustín, was one in which we met experts in Grailic routes, sponsoring tourism development between the history and legends of each country. The year 2018 we presented the collective book, 'Religious Tourism. The European Way of the Holy Grail and other Cultural Routes for Development' (Victoria Sanagustín y Ángeles Rubio), with the administrations of the Spanish regions that the route crosses (Aragón and C. Valenciana) at the International Tourism Fair (FITUR, for its Spanish acronym).

In 2018, my colleague, Sergio Andrés from the University of La Rioja and co-author of publications on routes for development, asked me to give the vision of tourism in the writing of the expert report against the depopulation of the rural world prior to the drafting of the national law to alleviate this problem in Spain. Through this, the great contribution of the sector as a multiplying agent of employment and wealth was clear, and the regeneration was implied by the new touristic modalities (apitourism, agrotourism, wellness tourism, etc.) carried out fundamentally by young people and women that favours the vegetative growth of rural populations.

In 2020, with my colleagues from the Rey Juan Carlos University (Guillermo Vázquez and Carmen Peligros), we founded the NONNOBIS of Routes for Sustainable Development, coordinating the international monograph *Cultural Routes for Sustainable and Regenerative Development* in the journal*, Sustainability*. In May 2022 I became part of the executive of the International Skal Association in Madrid, through which tourism professionals can connect and help each other worldwide. *Non nobis, sed omnibus* ('not for us, but for all') is the academic motto that appears in *On Duties* (Latin: *Officiis*), one of the works of the Roman philosopher Cicero; it was also used by crusading orders in charge of the custody of the Holy Grail. According to this motto, all men and women have a natural kindness towards others and should 'contribute to the general good by an exchange of humanitarian acts' (*officia*), a motto that portrays the universal and social vocation of tourism.

Written by Ángeles Rubio-Gil, NONNOBIS-URJC Social Research, Universidad Rey Juan Carlos, Spain
Read Ángeles' letter to future generations of tourism researchers

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89. INDIGENOUS TOURISM - Contributions by Lisa Ruhanen

While I research in sustainable tourism and destination management more broadly, I am particularly passionate about my program of research in Indigenous tourism. Underpinned by policy, governance and management, these research themes connect with my philosophy that tourism, as one of the largest industries in the world, can (and should) do more to benefit people and places. To give some context, prior to the COVID-19 pandemic, Indigenous tourism was worth some 6 billion dollars to the Australian economy and the tourism sector in Queensland accounts for 1 in 10 jobs. Tourism is an important sector for Indigenous communities to leverage employment and socio-economic opportunities.

Over the last decade, I have collaborated with Associate Professor Michelle Whitford from Griffith University on a number of projects and publications in the area of Indigenous tourism. Michelle and I have also been fortunate to work with other academics in this area including Dr Anna Carr from the University of Otago among others. Research students have also explored the area of Indigenous tourism with a Latin American perspective (Chercoles, Ruhanen, Axelsen, & Hughes, 2021).

What I enjoy most about researching and collaborating in the area of Indigenous tourism is the opportunity to partner in applied research directly with Aboriginal and Torres Strait Islander communities and businesses. Many of whom are leveraging sustainable business opportunities through tourism. In Queensland, this has included *Quandamooka Yoolooburrabee Aboriginal Corporation* on Minjerribah (North Stradbroke Island) in the Brisbane region of Queensland (Photo 1) and *Yumbangku Aboriginal Cultural Heritage and Tourism Development Aboriginal Corporation* (Photo 2) and their Turraburrah (Gracevale Station) in outback Queensland. Michelle and I have also enjoyed collaborating with organisations such as the Queensland Tourism Industry Council, Tourism Events Queensland, Queensland South Native Title Services, and Indigenous Business Australia on Indigenous tourism research.

Photo 1: Quandamooka Dancers, Minjerribah (North Stradbroke Island)

Photo 2: Suzanne Thompson, Chair of YACHATDAC, Turraburrah (Gracevale Station)

Demand for Indigenous Tourism

Indigenous tourism is an important aspect of Australia's tourism proposition and marketed as one of the key experiences which underpin Tourism Australia's global marketing activities. While governments often claim that there is growing interest in this niche tourism experience, particularly from international visitors, this claim has not transpired into visitor flows for many Indigenous tourism businesses. To investigate this issue, Indigenous Business Australia commissioned research to understand the expectations, experiences and motivations of international and domestic tourists (n=1357) regarding Indigenous tourism products and experiences in Australia (Ruhanen, Whitford, & McLennan, 2015; Ruhanen, McLennan & Whitford, 2016).

By mapping awareness, preference and intention on an attrition curve, it was found that despite claims about international visitor interest, tourists have low spontaneous/top-of-mind awareness of Indigenous tourism experiences (less than 25% for domestic respondents and less than 20% for international respondents). Further, preferences for Indigenous tourism experiences decline to 12% and intention to visit drops to just 2%. It was also found that awareness and preferences of international visitors regarding Indigenous tourism experiences are on par with that of domestic tourists.

A series of Indigenous tourism activity and experience scenarios were presented to respondents to delve more deeply into interest and motivations for different types of products. It was found that most respondents rated the experiences on the mid-point of the appeal scale with little differentiation between the different product options presented. This suggests that consumers see Australia's Indigenous tourism product offerings as reasonably homogenous. Further, for those respondents that did indicate a level of interest in the scenario, approximately half did not plan to participate in such an activity during their holiday. A lack of time, involvement in other activities, and cost were repeatedly cited across the experience scenarios as reasons for not participating in Indigenous tourism. Willingness to pay (another indicator of demand), in each of the scenarios was also relatively low.

Other demand studies have used netnographic methods to explore the low market appeal of Indigenous tourism products in Australia (Holder & Ruhanen, 2019). Utilising 4684 online reviews from international visitors who had participated in an Indigenous experience, it was found that those tourists that do have an Indigenous experience are overwhelmingly positive, a finding that had not typically been seen in other demand studies. The study highlighted a dissonance between those who actually participate in an Indigenous experience and non-visitors. It was also found that visitors satisfaction is more closely related to the *servicescape*, the physical elements and ambient environment of the experience, ahead of the cultural elements of the experience (Afiya & Holder, 2017). Although culture or the Indigenous content *per se* was not the most important factor identified post-experience, visitors did focus on the service-oriented nature and professionalism of their tour guide.

Indigenous Tourism Businesses

Sustainable business development has been a focus of government policies for Aboriginal and Torres Strait Islanders for several decades. It has been noted that the development of tourism businesses not only provides wealth-creating opportunities for individuals and communities, but also provides a vehicle for invigorating and preserving Indigenous heritage, culture, knowledge, traditions, rituals and values. While Australia's Indigenous tourism sector has numerous success stories, many businesses face barriers that inhibit their long-term sustainability. Not only do Indigenous tourism businesses need to position, promote and compete in Australia's highly competitive tourism sector, many must also contend with a range of business development barriers including access to start-up finance and capital, recruitment and retention of employees, business development and management, as well as often contending with racism and discrimination (Ruhanen & Whitford, 2018).

Throughout the last decade, several studies have sought to explore supply side capacity in Indigenous tourism in Australia. In particular, the factors that contribute to the success and long-term viability of enterprises in Australia's Indigenous tourism sector. To identify those underpinning factors that are associated with the success of Indigenous tourism enterprises, a study was undertaken to explore the development, operation and management of these enterprises with the objective of identifying the inhibitors and facilitators to business success from the perspectives of both community operated organisations and individual entrepreneurs (Whitford & Ruhanen, 2009).

A range of issues were uncovered through the research pertaining to drivers, inhibitors and opportunities, as well as the role and nature of government support for Indigenous tourism businesses. Business success factors were found to include training and knowledge; product development; funding; community connection; business strategies; government support; cultural sustainability; triple-bottom line; authenticity; uniqueness; collaboration; ownership; reliability; family support; commitment; commercial experience; and respect.

Indigenous Tourism Policy and Planning

As noted, tourism is often advocated as a means of creating socio-economic opportunities for Indigenous peoples and communities. In response, various levels of government will initiate policies to facilitate market growth and product development in the sector. In exploring the development of Australia's policies for Indigenous tourism, a qualitative study of Australian State/Territory governments' policy for Indigenous tourism was undertaken to examine the extent to which sustainable development principles are addressed (Whitford & Ruhanen, 2010). It was found that the vast majority of analysed policies demonstrated "sustainability rhetoric", that is, they lacked the rigour and depth to realise any legitimate moves towards achieving sustainable tourism development for Indigenous peoples. As such, it was recommended that Indigenous tourism policies draw upon Indigenous diversity and, in a consistent, collaborative, coordinated and integrated manner, provide the mechanisms and capacity-building to facilitate long-term sustainable Indigenous tourism.

A collaborative example of policy and planning was seen in the development of *Queensland's First Nations Tourism Plan*. Initiated by the Queensland Tourism Industry Council (QTIC), the plan was developed, driven and managed by Queensland's First Nations peoples, with the objective of setting a framework to leverage Queensland's First Nations cultural heritage and stewardship of country. Underpinned by the 2012 Larrakia Principles, the plan was established to inspire the development of a sustainable First Nations tourism sector that offers diverse, authentic and engaging tourism experiences. Importantly, the plan aimed to provide a much needed strategic roadmap for tourism industry bodies, state government agencies and other stakeholders to assist in the sustainable development of the Indigenous tourism sector (Appo, Costello, Ruhanen & Whitford, 2021).

Indigenous and Ethnic Minority Tourism

Since the mid-1800s, Indigenous peoples and ethnic minority groups have engaged in tourism; the Sami in Scandinavia, ethnic minority groups in Asia, and First Nations people in Canada, New Zealand, and Australia. Indigenous and First Nations peoples were often included in the Grand Tours of the aristocracy in the 1900s, and the advent of air travel in the middle of the 20th century, brought millions of tourists to experience the cultural heritage of Indigenous peoples and ethnic minority groups around the world (Ruhanen & Whitford, 2019).

Recognising that "Indigenous peoples may actively manage and provide experiences but, if not empowered, find themselves to have been 'Other-ed' as an 'additional attraction' for visitors or

recreationists", a special issue of the Journal of Sustainable Tourism *Sustainable Tourism and Indigenous Peoples* (https://www.tandfonline.com/toc/rsus20/24/8-9?nav=tocList) sought to explore sustainability and Indigenous tourism. The 16 papers in the special issue provided an opportunity to explore the dynamics behind an array of issues pertaining to sustainable Indigenous tourism. As Dr Anna Carr noted in the opening paper to the special issue, "These papers not only provide a long overdue balance to the far too common, negatively biased media reports about Indigenous peoples and their communities but also highlight the capacity of tourism as an effective tool for realizing sustainable Indigenous development. Throughout the papers reviewed in detail here, readers are reminded of the positive (capacity building) and negative (commodification) realities of Indigenous tourism development" (Carr, Ruhanen, & Whitford, 2016, p.1067).

Certainly, as a subject of academic inquiry, there has been considerable scholarly interest in Indigenous tourism. While researchers have long explored the many facets of Indigenous involvement in tourism, a more recent examination of research in the area found that sustainability issues had gained prominence. In a study identifying and examining the trajectory of scholarly interest in Indigenous tourism from 1980 to 2014, an analysis of 403 published journal articles showed that sustainability issues underpin and shape a substantive proportion of published Indigenous tourism research to date (Whitford & Ruhanen, 2016). However, this review highlighted that there is a need to "gain a more comprehensive understanding of Indigenous tourism from the perspective of Indigenous stakeholders, approaching its complexity in an iterative, adaptive and flexible style, and with affected stakeholders involved in the research process, knowledge creation and its outcomes. This is both an ethical imperative and a pragmatic approach to ensure the outcomes of research facilitate the sustainability of Indigenous tourism" (p.1080).

This call to action was reflected in the papers published in a 2017 publication by Goodfellow; *Indigenous Tourism: Cases from Australia and New Zealand*. Through a selection of case studies, the volume presented a range of issues pertaining to Indigenous tourism in Australia and New Zealand, both countries who have seen tourism grow in importance for their First Peoples. While Australia and New Zealand share similarities as well as differences in their Indigenous tourism sectors, the contributions highlighted that there is a growing expectation that Indigenous tourism research must be underpinned with an Indigenist paradigm. In the concluding chapter authored by two prominent Indigenous tourism leaders, Johnny Edmonds, the former Director of the World Indigenous Tourism Alliance, noted that "In looking forward to the next 10 to 20 years of New Zealand tourism and Maori engagement beyond the Treaty of Waitangi, recent research does beg the question of whether tourism presents Maori with the opportunity to use globalisation and development as a basis for driving the Indigenous agenda or will it continue to reinforce capitalism and western ethnocentrism" (p.245).

Written by Lisa Ruhanen, The University of Queensland, Australia
Read Lisa's letter to future generations of tourism researchers

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90. TOWARDS WELCOME: FOREGROUNDING VOICES AND GIVING VISIBILITY TO THE MARGINALISED IN TOURISM WORKPLACES AND BEYOND - Contributions by Agnieszka Rydzik

Tourism and Society

My research stems from and is rooted in my worldview and my biography as a migrant woman. From a young age – having been born in late Communist-era Poland, brought up in the post-Communist pre-EU accession period of Poland's history and then lived my adult life abroad as a citizen of the EU – I have been interested in understanding the workings of society and making sense of the othering processes that minority groups undergo, and how these may relate to social inequalities and (im)mobilities in broader society.

I see tourism as intrinsically connected to everyday social realities and tied up in the complexities of the social world of today. Tourism provides 'a window through which the real social world of the everyday lives of ordinary members of society can be glimpsed' (McCabe, 2002, p.72). This also means that tourism can reflect existing societal divisions, reinforce social inequalities and immobilities. This sociological view of tourism has been the focus of my research.

My research is situated at sociological, disciplinary and methodological crossroads, and broadly inscribed within the critical tourism approach that situates tourism within wider socio-political and cultural contexts (Wilson, Harris and Small, 2008), advocates commitment to 'tourism enquiry which is pro-social justice and equality and anti-oppression' (Ateljevic, Morgan and Prichard, 2007, p. 3) and ultimately strives to create a better society. I have always strongly believed that tourism research needs to constantly push the boundaries in terms of topics and perspectives as well as who is being researched and who does the research.

The focus of my work is not on tourists and their experiences per se but on **1) mobilities** in a broader sense, including of those who are mobile in some ways yet often immobilised, excluded or disadvantaged in other ways, such as migrants (Rydzik et al, 2012; Rydzik, 2017b); **2)** and also those who provide for tourists i.e. **workers and their realities**, in particular precarious workers and marginalised groups who often lack power to challenge inequalities (Rydzik and Anitha, 2020; Rydzik and Kissoon, 2021); as well as **3) tourism discourses and representations** that often shape who is included and/or excluded (Rydzik, Agapito and Lenton, 2021).

In writing this piece, I had an opportunity to step back and reflect on the interconnections and linkages between my research projects and contributions; how they speak to each other and the golden thread that conceptually connects them. This piece is a result of these reflections.

Through my research, in one way or another, I have sought to understand how various minority groups – the perceived or constructed Others (e.g. migrant workers, young adult workers, women in male-dominated occupations) – are represented and how they deploy agency through the tools available to them to

challenge inequalities in unfamiliar and, in some respects, hostile environments. I use the term 'Other' in a broad sense as the cultural and social Other that is perceived as threatening established norms and the social order, and unsettling perceived fixed boundaries (Bauman, 1991, 1997):

"Everyday engagement with the 'other' is fraught with difficulties; sometimes the 'other' is devalued or in extreme cases rejected. In the case of hospitality, the 'other' is often forced to take on the perceptions of the 'host'" (O'Gorman, 2006, p. 55).

At the core, my research is about *lived experiences of (un)welcome* for marginalised groups in workplaces and local communities: how they navigate these; how they are changed by these and how they deploy these experiences to transform environments they function within. I am interested in the everyday experiences of welcome, often mediated through interactions between the perceived Other and those with more power (i.e. majority groups), the power relations underpinning these encounters, and how these are communicated and negotiated.

Framework for conceptualising experiences of (un)welcome

The framework (see Figure 1.) I set out here brings together the multiple interlinking dimensions of (un)welcome. The framework can be used in a range of different contexts to problematise and understand perceptions and experiences of welcome from the perspective of the constructed Other. This could be, for example, tourists, minority groups, communities, workers. With migrant women tourism workers occupying the lower rungs of the employment ladder, one could explore their experiences of (un)welcome through examining their embodied experiences at work (*body*), the gendered nature of their workplace environments (*place*), how power relations are exercised at work in relation to their nationality, gender and role (*encounter*), how organisational norms position them (*structure*), how discourses frame how others may see or pre-judge them (*representation*), and broader socio-political transformations that may 'other' them – such as Brexit – or welcome them, such as gender inclusivity initiatives (*milieu*). It is through interrogating the intersections of these six dimensions that we can grasp the lived experience of welcome for those who are the focus of our research. This piece ends by discussing *welcoming methodologies* that can foreground participants' voices and give visibility to their experiences, and the need for a greater focus on a *scholarship of welcome* that engages students with social justice education to shape more reflective and critical citizens as well as professionals.
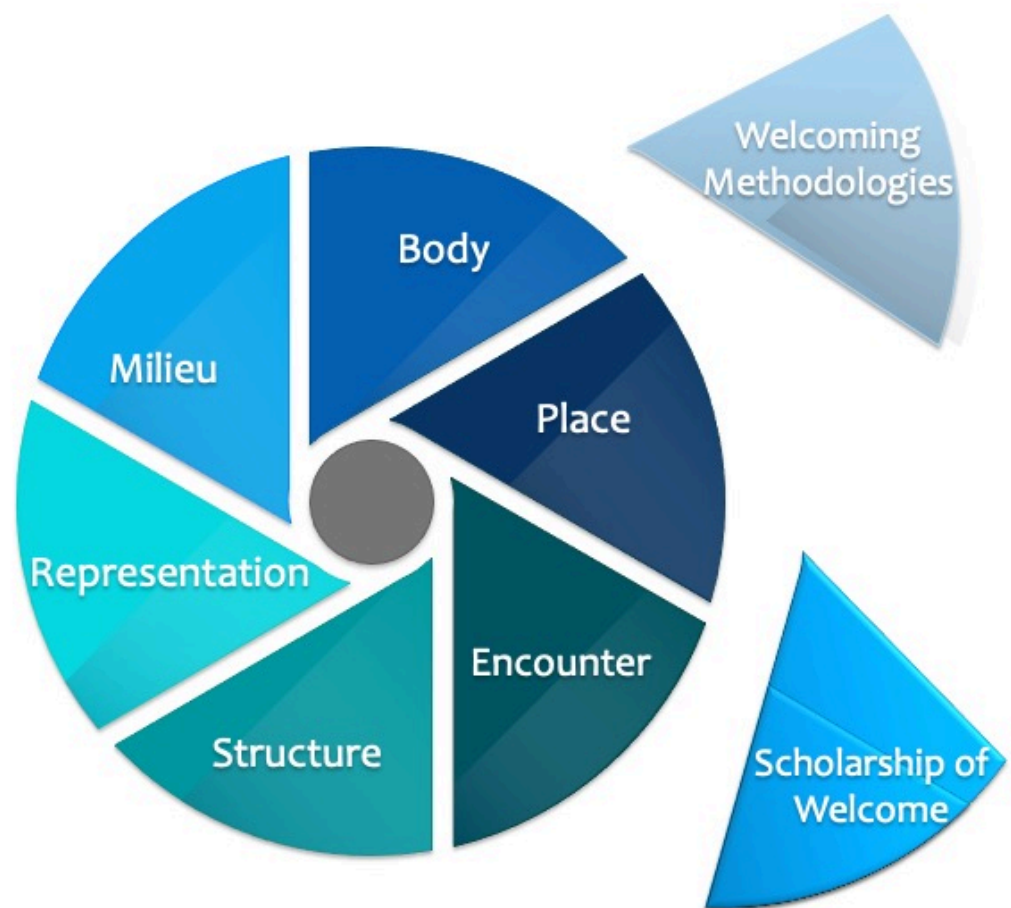
Figure 1. Framework of (un)Welcome.

Body

Welcome is an embodied and affective experience. It is felt in and through the body. For minority groups, (un)welcome can manifest in how their presence (accents, physical appearance, body-age) is received by the majority group. It can also manifest in how their bodies respond to certain situations (e.g. through anxiety, stress) and can impact on work satisfaction, relationships, perception of self, confidence and aspirations. Visible markers of identity in particular, such as gender, race/ethnicity, age and disability, can contribute to feelings of exposure and unwelcome.

From the perspective of tourists, various scholars have examined gendered, embodied and racialised experiences of travellers (e.g. Dillette, Benjamin and Carpenter, 2018; Sedgley et al., 2017; Small, 2021, 2017; Wilson and Little, 2008) and how they are constrained but also how they develop strategies to cope with non-welcome and exclusion. The focus of my research has been on workers and their experiences. Workers' bodies, in particular those in customer service roles, are often subject of gaze (from customers, co-workers, employers) and workers can feel the need to dim aspects of their identity to blend in and conform to the norms of the workplace. While this can help them feel accepted, it can also come with an emotional cost and curtail their potential.

For example, young adults on zero-hour contracts in hospitality felt undervalued and invisible in their workplaces (Rydzik, 2019, see also Mooney, 2016). The work I am currently developing on this shows how young adults' experiences of socialisation into the world of work through hospitality jobs are often underpinned by experiences of unwelcome and exclusion. Their young bodies attracted unwanted

attention and incidents of sexual harassment were part of their everyday experience at work. For migrant women working in customer-facing roles in tourism, their gender, age, ethnicity, physical appearance and accent impacted on how they were perceived and treated, e.g. their accents made their otherness salient and evoked stereotypical assumptions (Rydzik et al., 2017). Feelings of exclusion and not fitting in can accompany some workers throughout their working lives, with constant attention being given to presentation of self.

Place

Welcome is situated in a physical space that is subjectively experienced, fluid and constantly evolving, and can be both othering and embracing. Workers, local communities, tourists, employers, DMOs, policymakers and stakeholders all engage in place-making. In essence, they have an impact on shaping experiences of welcome.

In our study, migrant residents often experienced racism and prejudice in the Lincolnshire town of Boston (UK) but also found spaces of conviviality (e.g. in allotments or through participating in family events) (Annibal et al., 2020). Despite challenges, many developed feelings of attachment to Boston (e.g. through children in local schools) and actively transformed where they lived by embedding into and shaping communities (e.g. through church activities, Polish/Lithuanian Saturday schools and ethnic minority businesses) and engaging with local heritage. Living in Boston was thus both marked by fluid, contradictory and subjective experiences of welcome and non-welcome.

Workplace environments and the way workplaces are designed can become spaces of inclusion or exclusion. For example, findings from another study (Rydzik and Ellis-Vowles, 2019) show how women in male-dominated environments, namely microbreweries, engage in placemaking and identity work to challenge workplace exclusion, overcome constraints, gain acceptance and differentiate themselves. In traditionally male-dominated brewery environments, where physical strength is considered key, women brewers' bodies were considered out of place and constructed in opposition to male brewers. Women asserted their right to belong by navigating their physical working environments in specific impactful ways. For example, through 'demonstrating physical competence, adapting their physical workspaces, and developing bodily techniques to use tools and machinery primarily designed for male bodies' (Rydzik and Ellis-Vowles, 2019, p. 495). They also discursively framed their working bodies 'as strong, fit and able', while acknowledging 'limitations of their bodies' and developing 'everyday tactics to practically work around these' (Rydzik and Ellis-Vowles, 2019, p. 495).

Encounter

Welcome is experienced and perceived through interactions often imbued in asymmetrical power relations between hosts and guests, locals and foreigners, workers and employers.

In my study, young workers in hospitality experienced insecuritisation due to uneven power relations between them and customers, co-workers and managers, where young adults' agentic power was often undermined, vulnerability amplified, and insecurity normalised (Rydzik, 2019). Due to power asymmetries, they had limited agency to negotiate advantageous working arrangements. While hospitality work enabled young workers in particular ways and provided opportunities, power asymmetry in employment relations reinforced perceptions of insecurity and aggravated inequalities, with limited options to redress. This not only impacted on relations and self-perception but also conditioned them into precarious employment and normalised prospects of an insecure future.

Migrant women tourism workers also had to find ways to exercise agency through oppressive employment

relations. Analysis of their responses to exploitation showed that migrant women tourism workers engaged in practices of resilience, reworking and resistance (Rydzik and Anitha, 2020). They 'saw themselves as active agents with long-term goals rather than passive powerless victims of exploitation' and navigated hyperexploitative work relations through devising coping tactics 'in response to difficulties encountered at work, which helped them cope with ill-treatment from co-workers, managers and customers' (Rydzik and Anitha, 2020, p. 889). Workplace encounters are thus key in mediating subjective experiences of (un)welcome for minority groups as one's positionality in these encounters is constantly negotiated and renegotiated.

Structure

Welcome is often mediated by hard-to-fathom structures and norms that have to be understood and navigated. Newly arrived migrant workers or young adults new-to-the-workplace can find this particularly difficult, opening them to exploitative working conditions.

Migrant women in tourism workplaces experienced structural limitations that affected their career prospects. While tourism work enabled their spatial mobility and supported some of their aspirations, on the whole, many experienced limits to vertical occupational mobility and felt constrained through limited promotion opportunities and having their occupational mobility limited to gendered roles, resulting in them developing strong intentions to leave the industry (Rydzik et al., 2012).

Similarly, the precarious nature of hospitality jobs resulted in young workers experiencing limited control over working times and limited development prospects, while women brewers had to challenge gendered roles in microbreweries both on collective and individual levels to gain acceptance and recognition, and challenge stereotypical assumptions around suitability. This was also true for migrant women entrepreneurs who challenged nationality-based stereotypes at work and in the community, and negotiated gendered assumptions at home and beyond to achieve their entrepreneurial and mobility goals within societal structures that can make it tricky for them to succeed on their terms (Zeinali et al., 2021).

Representation

Welcome is affected by wider discourses and the politics of representation. While experiences of welcome are subjective, media and tourism promotional materials are inscribed in constructing narratives that privilege some groups and exclude others. This often reinforces the dominant stereotyped imagery in society and has the power to shape perceptions. How minority groups are portrayed in the mainstream media, by DMOs or in tourism promotional materials can be powerful in projecting welcome or non-welcome, and be either inclusive or othering.

In our paper (Rydzik, Agapito and Lenton, 2021), trying to unpack this, we examined dominant representations of couples and places in wedding tourism promotional materials over 16 years. Our analysis showed that majority-centric imagery remained dominant, with minority groups consistently significantly under-represented and marginalised, despite wider societal changes. In the paper, we proposed an eleven-category visibility framework that allows for an examination of omissions, inequalities and power asymmetries, making these more visible. We also called on the 'industry to critically reflect on and move away from stereotyped, gendered and heteronormative images and instead capture the complex, multi-layered and diverse dimensions of the society of today and tomorrow' (Rydzik et al., 2021, p. 11).

This dimension of the framework complements the other dimensions by acknowledging that attitudes and perceptions are often influenced by the media and constructed through othering narratives that can directly affect experiences of minority groups.

Milieu

Welcome is influenced by the socio-political and cultural milieu. The social context and political environment of the time impact on attitudes, mobilities, behaviours and feelings of exclusion and inclusion.

The 2004 accession of the eight Central and Eastern European (CEE) nations to the EU enabled mass mobility of citizens from these nations to other EU countries in search of opportunities (Rydzik, 2017b), including entrepreneurial opportunities (Zeinali et al., 2021), and gave them equal rights and access to EU labour markets, with UK tourism workplaces quickly becoming reliant on CEE migrants, in particular migrant women (Rydzik et al., 2017).

In the UK, this transnational mobility was halted by Brexit which directly affected the status and rights of EU citizens in the UK, limiting their access to jobs but also leading to increased feelings of anxiety and unwelcome. In our study, migrants in Boston, a borough in Lincolnshire that had the highest proportion of the Leave vote in the 2016 referendum, strongly felt societal changes in attitudes post-referendum. This led them to re-evaluate their previously set plans and increased their feelings of uncertainty about the future, undermining their sense of rootedness and belonging in the host country and altering their trajectories (Annibal et al., 2020).

More recently, the COVID-19 pandemic has accelerated implementation of technological solutions in tourism. In our paper, we argue that while increasing health and safety, from the worker perspective, this can also result in increased digital control of workers and introduce intelligent automation solutions that could negatively affect disadvantaged workers the most (Rydzik and Kissoon, 2021). This can alienate workers and diminish worker voice. How this will play out in terms of exacerbating or reducing inequalities between dominant and out-groups remains unknown but is key to consider before the impacts take hold.

Welcoming methodologies

If we are to examine social inequalities and embrace social justice research in tourism, it is key to reflect on the methodologies we use to achieve this. I have found participatory methodologies, namely arts-based participatory approaches, particularly powerful (Rydzik et al., 2013). For my study, migrant women tourism workers created visual representations of their experiences of living in the UK and their working lives. These ranged from photographs, paintings, visual essays to poetry. I organised a dissemination event where these visual creations were exhibited during a community event, with over 200 visitors in two days, with the aim of giving voice and visibility to this often marginalised and stereotyped group and their lived experiences.

There are numerous benefits of adopting visual participatory approaches. Firstly, they can facilitate researcher and participant reflexivity, resulting in a more meaningful collaboration and redressing power relations between the researcher and participants (Rydzik et al., 2013, p. 286). Secondly, visual participatory methodologies can allow access to deeper layers of experience and provide richer insights into participants' lives. Thirdly, participants and their experiences are given more visibility, allowing for active engagement in the research process, knowledge co-creation and self-representation. Participatory approaches are particularly suitable when exploring issues of social justice and underprivileged groups as they can 'promote change, empowerment and transformation' (p. 301).

Scholarship of welcome

I see pedagogic practice as an intrinsic part of my scholarly work. I believe that engaging students in conversations about social justice is key in preparing them to become critical and reflective tourism practitioners. Social justice education provides 'tools for examining how oppression operates in both the

social system and in the personal lives of individuals from diverse communities' (Bell, 2016, p. 4). Developing student use of these tools to help them examine inequalities in the industry and in wider society is not easy and sometimes requires students and educators to engage in uncomfortable yet honest conversations and face truths about tourism and society that are often not talked about. Yet, this is key if the goal is to interrupt oppressive practice and create a better and more welcoming future for all.

I have embedded the principles of social justice education in my teaching in a number of ways. I have engaged students in live research projects (Rydzik, 2015) and reflective practice (Rydzik, 2017a). I also embed social justice content – covering inequalities in tourism promotional materials, gendered and racialised experiences of travellers and workers, exclusion in tourism, critical issues in tourism workplaces – in my classes and use assessments where students explore timely societal issues in tourism from the perspectives of under-privileged groups. A showcase of student work can be accessed publicly online (Tourism Students Virtual Conference, 2021). Embedding a critical tourism approach in the tourism, events and hospitality curricula can help us contribute to creating a more just and sustainable world of tomorrow (Pritchard, Morgan & Ateljevic, 2011).

Towards Welcome

Welcome is 'a form of social oil and is at the heart of making societies function in a healthy and effective fashion' (Lynch, 2017, p. 182). While receiving welcome can provide 'affirmation of the self', non-welcome can affect one's sense of identity (Lynch, 2017, p. 182). It is thus vital to consider how (un)welcome manifests in the lived experience of minority groups, and I have strived to explore this in my work. It is through gaining this understanding that we can come closer to making tourism experiences, workplaces and communities more inclusive.

Written by Agnieszka Rydzik, University of Lincoln, UK
Read Agnieszka's letter to future generations of tourism researchers

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91. FAMILY TOURISM RESEARCH - Contributions by Heike Schänzel

I seem to be known in academic circles for my research on family holidays, but this is mainly a reflection of having come late to academia and having completed my doctoral research with three children in tow. My life trajectory started quite differently back in Germany with an overwhelming passion for travelling and wanting to explore the world. After training as a travel consultant there I embarked on a global journey that eventually led me to New Zealand. Arriving in New Zealand in 1990, I toured the country on a motorbike, fell in love with it and decided to stay. Only then did I embark on my academic journey at three different universities in New Zealand, majoring first in philosophy and then later in tourism studies. My initial interests in tourism research were on environmental interpretation and ecotourism issues but given my family situation in mid-life I perceived a gap with a lack of research into families holidaying with children. Let me tell you a little bit about the importance of families spending time together on holiday and hopefully having some family fun along the way.

Family tourism

Families with dependent children represent a significant proportion of the world's population. Children and families form the closest and most important emotional bonds in human society, and it is these social relationships that drive demand in tourism. It is estimated that families account for about 30% of the leisure travel market around the world (Schänzel & Yeoman, 2014). Family travel (defined as that undertaken by adults, including grandparents, with children) is predicted to grow at a faster rate than all other forms of leisure travel, mainly because it represents a way to reunite the family and for family members to spend quality time with each other, away from the demands of work and school. Grandtravel (grandparents travelling with their grandchildren) can facilitate significant bonds and contribute to intergenerational wellbeing and generativity (Gram, O'Donohoe, Schänzel, Marchant, & Kastarinen, 2019). Families, then, seem to put a high priority on taking holidays to allow for bonding, increased communication, and positive memory formation amongst family members.

Family holidays allow for a time to be in the present without the other pressures of work and school when parents can become childlike, and children be more themselves. This can encourage connections that are often missed in the frazzle of everyday life and create memories of memorable moments. Much has been written about these opportunities of 'quality family time' on holiday that allow for strengthening of family bonds (Schänzel & Smith, 2014). However, the reality of family holidays is that tensions can arise from conflicting preferences, such as children seeking fun activities whilst parents seek relaxation. Thus, 'own time' can supplement and even enhance 'family time' on holiday, offering respite from the obligations, over-intimacy, and intensity of family time (Backer & Schänzel, 2013), highlighting that each family needs to find its own balance of time together and apart while managing complex internal social dynamics (Schänzel & Smith, 2014). There is, thus, an intricate relationship between the individual wishes and needs of family members, or the individual 'I', and the overall aim and ambition of spending quality time together on holiday, or the 'we' of the family group. According to the central theory of Finnish philosopher Tuomela (2007), the 'we-mode' is seen as primary compared with the 'I-mode', making family holidays about collective experiences centred on sociality and togetherness rather than on individual pursuits. That means, it is the 'we-mode collective intentionality' that is ultimately needed for understanding social life on holiday.

Family tourism research has traditionally prioritised the heterosexual nuclear family and the increasing diversity of families is still underrepresented. There is a lack of research into single parents and fatherhood in tourism (Schänzel & Smith, 2011). Seeking a more balanced gender scholarship requires a critical appraisal

of gender relations that is inclusive of the male voice in family tourism. Research by myself and John Jenkins (2017) focused on the experiences of non-resident fathers who holidayed alone with their children and the meanings of these experiences for those fathers. Our findings revealed that the positive experiences arising from holiday-based interactions with their children increased many non-residents fathers' happiness and wellbeing along with a sense of contribution as a father. Continuing with a focus on capturing the voices of single parents on holiday with their children led to the following poetic reflections by a father and myself.

Reflections on single parent travels

Capturing these personal meanings for parents is at the centre of this endeavour here, expressed poetically; one a father and the other by myself as a mother, but both single parents spending time alone with their daughters. After all, families are considered the emotional heart of society and the parent – child bond is what brings much joy into our lives. These literary writings convey celebrations of motherhood and fatherhood through travelling. Using a father's and a mother's poem allows for a more creative expression of what intimate moments on travels mean to those involved. They extend conventional approaches of knowledge production and through embracing freedom and art transcend more amply into the heart of our emotional lives.

Travels with my daughter by a father

High above the air so thin

Stomach full and paper thin

A sigh, a smile, a gasp within

A daughters' joy always wins

Caressing palm fronds and sandy loam

A springing step and freedom to roam

Encrusted in salty air and heat

A wet soppy grin hard to beat

One on one, laughter, chatter

Time stands still, nil else of matter

Shared meal, shared emotion

Intoxicated by the local potion

The aroma of gardens and tropical rains

More than six senses to flood our brains

Connecting family bonds stretched undue

Sleeping at peace a colourful hue

The travellers' spirit ignites our core

Father daughter holidays tell a different lore

Child and woman fuse suspended

The joy of my life to memory commended.

(Dedicated to Sophie 2010, Dad).

Travels with my daughter by a mother

This is based on my travels through Myanmar in December 2014/January 2015 with my eldest daughter and is expressed as a poem of what it means to explore a different culture together without the presence of other family members. It signifies a culmination of years of dreaming about travelling together in Asia on the cusp of my daughter becoming an adult and embracing her independent life.

A walk in the hills of Burma

The pungent scent of dried chillies in the air

Accompanied by wood fires lit at night

A colourful parade of people at the

Wedding reception chanced upon

Our shared dreams come true

Sampling local delicacies along the way

Sipping endless cups of tea by the cooking fire

Huddling together on frosty mornings

Shared laughter and smiles to savour

Memories formed in these foreign lands

Mothers connecting with other mothers

Knowing glances exchanged

Inquisitive men seizing us up

My blond and blue-eyed girl

So different and yet all the same

Guitar songs around the fires in the street

Bringing us out under the stars

Connections made on this time of our lives

In the villages in the hills of Burma

Just you and me forever there

A long-tail boat ride through the floating gardens

Feeding seagulls on vast Inle lake

A fitting ending to our mother-daughter escape

Going back in time and move forward

Your time to venture into the world

(Dedicated to Anaïs, 2015, Mum)

Written by Heike Schänzel, Auckland University of Technology, New Zealand

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92. TURISMO ARMÓNICO Y SUSTENTABILIDAD – Contribuciones de Rocío del Carmen Serrano-Barquín

La sustentabilidad ha sido el tema alrededor del cual han girado mis proyectos académicos. En los primeros años como investigadora, me enfoqué al estudio del ordenamiento ecológico del territorio, pues mi interés era diseñar modelos de usos de suelo que contribuyeran a mitigar los impactos negativos que las diversas actividades económicas generaban en el territorio. Sin embargo, cuando busqué la manera de implementar estos proyectos, me topé con una serie de obstáculos que impidieron su realización, desde cuestiones políticas hasta aspectos económicos y falta de interés por parte de algunas autoridades. Fue entonces que decidí incursionar en el turismo en zonas rurales, pues consideré que sería factible involucrarme con la gente de las comunidades para promover proyectos de turismo con el apoyo de personas interesadas y que impulsaran el desarrollo local. A continuación, comento las dos áreas en las cuales me he desarrollado académicamente, destacando mis contribuciones en el sector turismo.

Metodología para el Ordenamiento Ecológico del Territorio

Al inicio de mi carrera como investigadora en la Universidad Autónoma del Estado de México, cuando trabajé en la Facultad de Planeación Urbana y Regional, me interesó el ordenamiento ecológico del territorio. En los años 90 del siglo XX se estaban desarrollando los sistemas de información geográfica (SIG), los cuales permitían aplicar interesantes propuestas metodológicas para evaluar la disponibilidad y aptitudes del territorio y así establecer modelos de usos de suelo de acuerdo con las características geográficas de las zonas de estudio, bajo el enfoque de la sustentabilidad.

El problema para países en desarrollo, como México, era que no contábamos en las instituciones de educación superior con la tecnología necesaria para aplicar esas metodologías, ni la información requerida para alimentar a esos SIG's. Fue entonces que, en colaboración con un grupo de compañeros, liderado por Arturo Hernández, propusimos una metodología acorde a nuestras limitaciones, pero que permitiera diseñar un modelo de ordenamiento ecológico del territorio que abonara al desarrollo de estas regiones. Dicha metodología se aplicó a la región del Valle de Toluca y al municipio de Toluca, en los que fungí como coordinadora de los proyectos (entre 1994 y 1996); de este último se publicó un artículo (Serrano-Barquín y Hernández-Hernández, 1998) y, posteriormente, colaboré con mi hermana Rebeca (entonces titular de Ordenamiento Ecológico de la Secretaría de Ecología del Gobierno estatal) en el Primer Programa de Ordenamiento Ecológico del Territorio del Estado de México (1997-1999).

Generación de conocimiento desde el Sur y la descolonización del conocimiento

Desde entonces, comprendí que era necesario proponer un paradigma alternativo a los implementados en los países más desarrollados, en donde las condiciones de generación de conocimiento, la ciencia, la tecnología y, sobretodo, las condiciones sociales, económicas y culturales son muy diferentes a la de los países en desarrollo. Sin estar consciente en ese momento, ya estaba propugnado por la descolonización de la ciencia y la necesidad de proponer nuestros propios marcos teórico-metodológicos fundamentados en lo que ahora se establece como una epistemología del Sur; tal como de Sousa Santos (2009: 12) señala, al proponer la búsqueda y generación de nuestros propios conocimientos y de los criterios que los validen,

para darles visibilidad y credibilidad a estos conocimientos concebidos por "los pueblos colonizados y, por tanto tiempo victimizados, explotados y oprimidos por el capitalismo global". La generación de estos conocimientos y de otros proyectos alternativos e innovadores se sustentan en un compromiso ético (Paz, 2011), los cuales se deben basar en la creatividad, la originalidad y las necesidades de los países periféricos, superando así, el eurocentrismo opresor y que atribuye a la ciencia generada por los países dominantes un pretendido carácter universal, a través de modelos epistemológicos ligados a la "racionalidad moderna-colonial, cuyos dispositivos de producción y regulación del saber/verdad/poder han operado a lo largo de la historia" (Maldonado, 2016, p. 39).

Desde entonces, empecé a incorporar tanto la Teoría de Sistemas Complejos de Rolando García (1986; 2006) como la racionalidad ambiental de Enrique Leff (1994) en mis trabajos, enfocados a encontrar soluciones a la problemática ambiental; ya que percibí que la perspectiva positivista es insuficiente para explicar estos procesos de deterioro en los que se entrelazan fenómenos naturales y socioculturales que se alejan de un equilibrio ambiental y están sujetos a alteraciones y fluctuaciones que impiden predecir con certidumbre su evolución futura (Serrano-Barquín, 2008). Como señala Leff, la problemática ambiental tiene su origen en el proceso civilizatorio de la humanidad, tiene que ver con el estilo de vida occidental consumista, depredador y despilfarrador que debemos transformar. La solución no está sólo en los avances de la ciencia y la tecnología, se deben buscar los cambios culturales hacia una sociedad comprometida con el bienestar de los "otros" y de la naturaleza, una sociedad consciente de la diversidad, tanto natural como humana. El respeto hacia los demás debe privar en nuestras acciones, la honestidad, la solidaridad y la colaboración deben ser la base de nuestro comportamiento para mejorar las condiciones de vida de todos. En este contexto, se debe trabajar de forma inter y transdisciplinar entre las ciencias naturales y exactas y las ciencias sociales, y considerar también el conocimiento de las comunidades indígenas con otras cosmogonías, saberes ancestrales y otras formas de pensar.

Surgimiento del Turismo Armónico

Con estas ideas en mente, me trasladé a la Facultad de Turismo, donde fundé la revista electrónica *El Periplo Sustentable*, primera revista científica especializada en turismo de México, que ha favorecido la divulgación del conocimiento generado desde Iberoamérica y está contribuyendo al fortalecimiento del conocimiento de acceso abierto, tan necesario para los países periféricos, pues es fundamental dar a conocer las propuestas y resultados de investigación que se realizan en esta parte del mundo, parafraseando a Eduardo Aguado, director de la red de revistas iberoamericanas Redalyc: el conocimiento y, por tanto, la ciencia que no se divulga, no existe.

Paralelamente, participé en el diseño del programa de maestría y doctorado en Ciencias Ambientales que actualmente ofrecen cinco facultades de la Universidad Autónoma del Estado de México y en el cual me inscribí para realizar mis estudios de doctorado. Fue ahí donde pensé que debería proponer algo diferente a lo que se estaba estudiando en el ámbito turístico, con el apoyo de mi hermana Carolina propuse el concepto de Turismo Armónico, la planeación integrativa participante, el aprovechamiento ambientalmente intuitivo-racional y el hommoecosistema, categorías que propuse en mi tesis doctoral y posteriormente publiqué en un artículo (Serrano-Barquín, 2008).

Parto de la premisa de que la disponibilidad de recursos naturales, así como su volumen, dependen de procesos geo-bio-físico-químicos que se deben identificar, conocer y cualificar para aprovecharlos de manera ambientalmente intuitiva-racional (concepto que cambió a vernáculo-racional por sugerencia de la Dra. Daniela Palmas, exalumna y actual colega); esto es, se debe generar conocimiento de manera complementaria y transdisciplinar, entrelazando los conocimientos que se adquieren en las instituciones de educación superior con los conocimientos tradicionales en manos de los grupos originarios. Por otro lado, este aprovechamiento también depende de los valores y prioridades de la sociedad que los utiliza, es decir del entorno cultural.

Para lograr ese aprovechamiento de los recursos naturales y culturales, la planeación es una herramienta que permite alcanzar a futuro los objetivos que la sociedad establece y lograr el desarrollo sustentable; sin embargo, y de acuerdo con Prigogine (1998: 412) "No podemos tener la esperanza de predecir el futuro, pero podemos influir en él. En la medida en que las predicciones deterministas no son posibles, es probable que las visiones del futuro, y hasta las utopías, desempeñen un papel importante en esta construcción". Para tal efecto, mi propuesta inicia con tres principios (Serrano-Barquín, 2008): el principio de la sustentabilidad, que establece que las actividades que se realizan en un espacio geográfico (territorio) deben propiciar condiciones que mejoren la calidad del ambiente (natural y sociocultural u hommoecosistema) en un proceso permanente e irreversible de evolución. Principio de complementariedad, que propugna, desde el punto de vista epistemológico, se complementen teorías y metodologías, así como los conocimientos generados por diversas disciplinas y diversos grupos (académicos y no académicos); y, desde el punto de vista práctico, se fomente la diversificación de actividades (primarias, secundarias y terciarias) que favorezcan la autosuficiencia de las comunidades y su autodeterminación. Por último, el principio de complejidad, el cual considera que la sociedad es el subsistema sociocultural del denominado sistema complejo "Ambiente", donde su otro subsistema es la naturaleza, ambos son inseparables, interrelacionados e interdependientes, dando por resultado una totalidad indisolublemente integrada a la que, como se mencionó, denomino hommoecosistema.

En cuanto al concepto de Turismo Armónico, lo consideramos como otra forma de pensar y hacer turismo, no es una modalidad de dicha actividad y fenómeno social, pues sus características se pueden aplicar a cualquier modalidad: ecoturismo, enoturismo, agroturismo, etnoturismo, turismo cultural, rural, de bienestar, entre otros. Partimos de que el turismo no es un lujo, es un Derecho Humano, ya que "toda persona tiene derecho al descanso, al disfrute del tiempo libre, a una limitación razonable de la duración del trabajo y a vacaciones pagadas" (Artículo 24, NUDH, 2015), esto es que, todas las personas, independientemente de su grupo racial, nivel económico y educativo, deberían tener la posibilidad de viajar y conocer otros lugares y culturas, sobre todo de su propio país, como es el caso de México, en el que aún persisten más de 60 grupos étnicos y por lo tanto grupos originarios. El turismo armónico no es un sistema en si mismo, es parte un sistema complejo que el investigador delimita, puede ser una comunidad y su entorno, un municipio, una microrregión o región más extensa; pero sin perder de vista la interdependencia, inseparabilidad e interrelación que existen entre todos sus componentes, una totalidad indisolublemente integrada, en donde el turismo armónico es sólo una actividad complementaria y en la que participan activamente los anfitriones desde el inicio de la planeación del proyecto turístico, ya sea directa o indirectamente, en donde los beneficios tocan de alguna manera a la población, no sólo por los ingresos generados, sino también por el embellecimiento de su comunidad, el mejoramiento de infraestructura, el fortalecimiento de su identidad y cultura, la protección y restauración de su patrimonio natural y cultural, y el contacto con los "otros" y sus formas diversas de ser, esto también enriquece a una comunidad.

El Turismo Armónico es, entonces, otra forma de pensar y hacer turismo que tiene como finalidad la satisfacción de las comunidades anfitrionas a partir del aprovechamiento vernáculo-racional de sus recursos naturales y culturales para satisfacer las inquietudes de ocio y recreación de los visitantes. Sus principales características son: la participación de la población en la toma de decisiones, la autodeterminación, autosuficiencia y diversidad de actividades; distribución equitativa de las ganacias; respeto a los seres vivos y su entorno; protección de los recursos naturales y culturales y la búsqueda de la equidad de género, el empoderamiento de las mujeres y las comunidades, procurando mayor inclusión social.

Actualmente, mis aportaciones se centran en construir, de manera colaborativa, los fundamentos teóricos de mi propuesta de Turismo Armónico vinculado a los estudios de género en el turismo, todo ello con la mira de lograr la sustentabilidad y el desarrollo de los pueblos de mi querido México. Para ello, trabajo en colaboración con mis estudiantes y colegas, de las que se destaca la Dra. Palmas Castrejón, que asumió mi propuesta del Turismo Armónico y con quien seguimos construyendo la metodología para desarrollarlo o META. Algunas publicaciones que dan cuenta de estas aportaciones son: Serrano-Barquín (2008); Palmas-Castrejón, Serrano-Barquín y Gutiérrez-Cedillo (2018); Chávez, Carreto y Serrano-Barquín (2019); Vázquez-

Hernández, Jiménez-Ruiz, Palmas-Castrejón, Contreras y Serrano-Barquín (2020); Cruz-Arce, Serrano-Barquín, Delgado-Cruz y Palmas-Castrejón (2020).

A partir de 2014 empecé a incursionar en los estudios de género en el turismo, pues comprendí que el desarrollo no se puede lograr si las mujeres viven en pobreza, desigualdad y sufren violencia. Me enfoqué en el estudio del empoderamiento de la mujer a través del turismo, como siempre, trabajando con otros colegas y mis estudiantes de licenciatura, maestría y doctorado. Entre los trabajos que hemos publicado en revistas internacionales, puedo mencionar: Vizcaino-Suárez, Serrano-Barquín, Cruz-Jiménez y Pastor-Alfonso (2017); Escudero, Serrano-Barquín, Segrado, Serrano y López (2017); Mendoza, Serrano-Barquín, Palmas-Castrejón, Zarza, y Osorio (2017); Mejía-Vázquez, Serrano-Barquín, López y Serrano, (2017); Reyes, Serrano-Barquín, Pérez-Ramírez y Moreno-Barajas (2019); Mejía-Vázquez, Serrano-Barquín y Pastor-Alfonso (2021).

A manera de conclusiones comentaré que ante la crisis de salud generada por la pandemia del COVID-19 y la consecuente interrupción de las actividades, surge la oportunidad de repensar nuestro modo de vida y hacia dónde dirigir nuestro proceso civilizatorio. Es posible ralentizar o redirigir el sistema económico o al menos algunos de sus componentes y actividades, en este caso el turismo. Es momento de aprovechar esta coyuntura para hacer propuestas creativas e innovadoras de pensar y hacer turismo. No debemos continuar como antes, el mundo se detuvo y debemos trabajar y formar profesionistas para hacer frente a estos retos; demostrar que es posible un turismo solidario que genere riqueza para todos y poner en cuestionamiento las bases del turismo depredador y consumista, para avanzar hacia lo que es desable: una sociedad más justa y equitativa.

Escrito por Rocío del Carmen Serrano Barquín, Universidad Autónoma del Estado de México
Lean la carta de Rocío a las generaciones futuras de investigatoras en turismo

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93. A TOURISM RESEARCH JOURNEY: FROM HEAD TO HEART - Contributions by Pauline J. Sheldon

Beginning the Academic Journey

Degrees in mathematics and economics were foundational to my academic career. Choosing tourism as a field of study to which to apply quantitative modelling and data skills, opened up a vast research area for me. I began with a dissertation studying the phenomenon of package tours from an economic perspective. I used mode choice modelling to explore the factors affecting the demand for package tours (Sheldon & Mak, 1987) and used industrial analysis frameworks to learn more about the supply side of tour packaging (Sheldon, 1986). Continuing with demand choice modelling I went on to study mode choice in other types of travel such as incentive travel (Sheldon, 1994; 1995). I also did some forecasting of tourism expenditures and arrivals using economic models (Sheldon & Var, 1985; Sheldon, 1993).

When I was still living in the UK before doing my doctoral work, I read a book called *Tourism: Blessing or Blight* (Young, 1973). This book influenced me greatly and sowed the seeds of many questions about tourism's role in society. As I was exercising my tourism economic muscles, I was acutely aware of the inadequacy of economic models alone to understand the complex phenomenon of tourism. I embarked on some studies of resident perceptions of tourism in North Wales (Sheldon, 1984) and Hawai'i (Liu, Sheldon & Var, 1987; Sheldon & Abenoja, 2001) and found this more satisfying than economic modelling. This was the beginning of broadening my scope of research.

At the Beginning of Information Technology and Tourism

As I started my teaching career, information technology (IT) was starting to shake up the tourism industry. I had studied management information systems as a minor in my PhD program, so my Dean asked me to develop our curriculum in this area. I did not know enough to teach so I started to research IT's impact on all sectors of our industry. There was almost nothing written at the time, so I did studies on how IT was affecting hotels (Sheldon, 1983a), how computer reservation systems were changing travel distribution channels (Sheldon 1993b), and how IT was changing the nature of the industry itself (Var, Liu, Sheldon & Boberg, 1986). This work equipped me to design and teach the curriculum in this rapidly changing field. The next step was to write the textbook (Sheldon, 1997) which mapped out the applications and impact of IT on different sectors of tourism. The book has been published in three editions over twenty years. In recent editions I invited younger, more technically savvy co-authors to work with me (Benckendorff, Sheldon & Fesenmaier, 2014; Benckendorff, Xiang & Sheldon, 2019).

Governments were starting to use IT and customer and product databases to manage their destinations. Much of the progressive work was being done in Europe, so during my sabbatical in 2001, I visited about eight European countries and interviewed destination management organizations at different levels (regional, state and local). What I found was fascinating and was published in a series of papers on the various models of Destination Information Systems (DIS) and the challenges to their design and implementation (Sheldon, 1993b; Chen & Sheldon, 1997). Related topics of data-mining in tourism (Olmeda & Sheldon, 2002) and industrial mapping of tourism Information technologies (Tremblay & Sheldon, 2000) followed.

By the 2000's, information systems had started to mature into knowledge management systems, offering the potential for destinations to become more intelligent. I explored how knowledge management systems could support destinations to become learning destinations (Cooper & Sheldon, 2010) and how they could contribute to disaster management in destinations (Sheldon & Mistilis, 2006). Mobile technologies and social media were starting to radically change tourism at this time. Working with graduate students we forecasted the use of mobile technology in Japanese tourism using the Delphi method (Katsura & Sheldon, 2008), and also researched the acceptance of technology of travel websites such as Lonely Planet (Luo, Remus, & Sheldon, 2007).

Before leaving IT and tourism to younger scholars, I explored some of the overlaps of IT with my other interest areas. One overlap was information technology and economics (Sheldon, 2006) and another was information technology's contributions to biodiversity in Hawai'i tourism (Sheldon, 2002). A contribution that I am particularly proud of in the technology field was the creation (with Jafar Jafari) of TRINET (Tourism Research Information Network). This network, which we founded in 1988, now electronically links about 4,000 international tourism researchers and is the most important platform for information sharing and debate on topics related to tourism research and education (Sheldon, 2022b). It was now time for me to leave behind my second technical approach to tourism research.

Time to Awaken to Sustainability and Beyond

As my interest in the economics and IT research waned, I became fascinated by what I called the 'awakening of tourism'. My acceptance speech for the UNWTO Ulysses Award in Madrid, Spain in 2008 explored this concept. 'Awakening' to me meant changing the value system upon which tourism was based. It meant raising the consciousness of all stakeholders and furthering the agenda for a more regenerative tourism. The incorporation of more holistic themes such as wellness and quality of life for residents, tourists and destinations attracted my attention. My first study in sustainability examined the issues and challenges to sustainable growth in the Hawaiian Islands (Sheldon, Knox & Lowry, 2005). About that time, I connected with BESTEN (Building Excellence in Sustainable Tourism Education Network) which I chaired for a few years after hosting the second annual conference in Hawai'i (www.besteducationnetwork.org). This network of like-minded scholars delved deeply into all aspects of sustainable tourism education. We developed quality curriculum modules and other resources for tourism educators around the world interested in including sustainability in their courses.

The concept of personal wholeness and wellness had fascinated me since I was 19 years old. So, I decided it was time to explore its application to tourism. My first publication in this area was a co-edited book entitled *Wellness Tourism: Mind, Body, Spirit, Place* (Bushell & Sheldon, 2009) which examined models for incorporating wellness into destination design. A study that identified important attributes in the development of a wellness destination followed (Sheldon & Park, 2009). My personal interest in wellness continued and matured and I will re-visit it at the end of this chapter.

The 2009 BESTEN annual conference focused on corporate social responsibility (CSR) as a component of sustainable tourism. I had always felt that corporate practices based on financial greed were the root cause of many destinations' problems. Larry Dwyer and I co-edited a special issue of *Tourism Review International* on tourism and CSR. I also studied the status of CSR in the US tourism sector (Sheldon & Park, 2010) finding that much CSR activity in tourism was token at best and new models were needed. Social entrepreneurship (SE) emerged as an alternative, more regenerative private sector model for destinations. Meeting Roberto Daniele at TEFI in Milan sparked my interest to work more in this area. To me, SE was a critical component of a more awakened tourism. Roberto and I co-edited a book on *Social Entrepreneurship and Tourism: Principles, Practices and Philosophies* delving into its principles and including international case examples (Sheldon & Daniele, 2017).

I have lived on islands for most of my life and have been intrigued by their different cultures and rhythms of

life. They are excellent test-beds for understanding and applying the theories and practices of awakening or regeneration. After spending a semester teaching in Mallorca, Spain, I was intrigued by how differently the Balearic Islands and the Hawaiian Islands had developed as tourism destinations. In a collaboration with Esteban Bardolet, we analyzed and compared tourism development in the two archipelagos and found that zoning and regulation had contributed significantly to their different development profiles (Bardolet & Sheldon, 2009).

What is Tourism Academia and Education all About Anyway?

All through my career, while studying the topics above, an intrigue for tourism as a field of study simmered. I wanted to know how it fit into the larger academic world. Tourism studies, located in different units on university campuses, offer different employment conditions to faculty. Research projects to investigate these differences showed that in particular, hiring and promotion standards and salaries differed between the social sciences and business schools (Sheldon & Collison, 1990; Sheldon, 1990; Collison & Sheldon, 1991). This research was extended to investigate the research environment for tourism academics with a study on journal usage in tourism and hospitality and an authorship analysis of tourism research (Sheldon, 1991). My interest in tourism education also resulted in a collaboration with UNWTO to explore its role in international destination success (Sheldon, 2004).

In 2006, during a dinner at the TTRA Conference in Dublin, Ireland, I had a seminal conversation with Daniel Fesenmaier about the future of tourism education. Fundamental socio-economic changes were occurring in the world, and we agreed that tourism education was not addressing them. A new approach to tourism education was needed – one that would create future leaders to transform tourism in response to these seismic world changes. From that conversation Dan and I created the *Tourism Education Futures Initiative* (TEFI) with the vision of restructuring tourism education for the future (www.tourismeducationfutures.org). Publications describing our efforts to activate change based on TEFI's framework and values followed (Prebezac, Schott & Sheldon, 2013; Sheldon, Fesenmaier, Woeber, Cooper & Antonioli, 2008), and annual special issues of *Journal of Teaching in Travel and Tourism* tracked the work of TEFI. This work built a framework for tourism education to prepare students to be change agents for the future rather than cogs in a wheel. I am proud of this initiative because it stimulated much needed change in tourism education, and provided a sense of community and strength for educators who separately had similar goals. TEFI goes from strength to strength with new leadership.

Maturation and Fulfillment

Even after my retirement in 2010 I remain curious about tourism and continue to write. But now I feel freer to work on more holistic topics closer to my heart. I have spent the last years reading and thinking about the transformation of consciousness and transformation of tourism and society. I notice that tourism is not engaging with this progressive thinking in other disciplines. In my last two publications, I have tried to weave some of these ideas into tourism. One article considers what is needed to design tourism for inner transformation (Sheldon, 2020). It provides a framework of tourism scenarios that can change the consciousness of the individual. In the second paper I gingerly return to economics and challenge the neoliberal economic structures and assumptions upon which much of tourism has been based. The paper proposes new economic structures for tourism such as regenerative tourism, the gift economy, the economy of creativity, the circular economy, and the sacred economy (Sheldon, 2021; Sheldon, 2022a).

My next project is co-editing (with Irena Ateljevic) a special issue of *Journal of Tourism Futures* on the topic of 'Transformation and Regenerative Futures for Tourism'. This feels like the perfect next step in my career – weaving together my passion for personal transformation with the future of tourism. If I have moved the

needle just a fraction towards a more equitable and regenerative future for the world through tourism, I will feel very satisfied. May you find equal or greater satisfaction in your exploration of our complex field.

Written by Pauline Sheldon, University of Hawaii
Read Pauline's letter to future generations of tourism researchers

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94. VOLUNTEER TOURISM / VOLUNTOURISM - Contributions by Harng Luh Sin

I often start lectures that I give on volunteer tourism or voluntourism. Voluntourism as a term is often associated with negative associations of the commercialization of short-term international volunteering, and has been critiqued substantially in both popular and academic literature. Volunteer tourism however, was more commonly used in earlier academic literature and while critically discussed, is a far more neutral term to use. However, this area of study has evolved to use both terms substantially. Both terms are hence used interchangeably in this paper – reflecting not just the similarities in fact between what both describes, but also in recognition of the role that popular media critiques had on shaping this field of study by sharing my first ever international volunteering experience – it was in 2002; I was an undergraduate student from the National University of Singapore; and together with 41 other school mates, we went to Guangxi in China to volunteer in two then remote villages. People often ask voluntourists what they achieved in their stint overseas, and at times some would proudly detail what they did – teach English, build schools, dig wells, and other do-good, feel-good activities that fulfils one's stereotypical ideals about what poverty alleviation and pro-poor development in the Third World looks like.

I would like to share what we did:

1) On the first night of arriving at the village that we were supposed to "help", just a grand six hours after getting there, we successfully knocked out the entire village's electricity supply and caused a village wide black out. This continued to occur many times a night for the next 18 nights we stayed there. As classic First World city-dwellers, we came with a full plethora of electronic devices that needed daily charging – laptops, mobile phones, cameras and of course a gigantic refrigerator for the entire team's use. Eventually, the Chinese officials managed to ship in an electricity generator and parked this right next to our accommodations. This finally resolved the problem of the consistent black outs. The villager could now have their electricity at night, while we can continue charging our multiple devices. Nobody sincerely considered the option of simply not charging or using some of these devices.

2) Based on some obscure beliefs, the student leaders of my team decided that the construction work that we were doing as volunteers was very taxing to our urban and delicate bodies, and hence it would be appropriate to mandate sufficient protein in our diets every day. They determined that this meant we were to eat at least two eggs per person every single day. This however, translated to needing 84 eggs every day, and in a village that only had a population a little more than a thousand, this was far more eggs that they produced. Soon, the drive to go local, buy local, and eat local, so as to ensure that our being in the village profited the villagers locally, became a problem rather than a benefit. At the suggestion of the Chinese officials, we began buying eggs from the two villages nearby – up and downstream of the river where our village was at. By the second week, we had bought all the eggs available from all three villages. We need to change the strategy, so the team leaders hired a car to drive members of the team to the nearest town (then about an hour away), just so we can buy eggs, chicken, and pork without eradicating all protein sources for the villagers where we were volunteering at. Again, eating less meat and protein, was never seriously considered.

3) The team had embarked on this journey with substantial funding provided by the National Youth Council in Singapore, then channeled through the Singapore International Foundation. On top of this, we also had a fairly successful fund-raising drive done before the trip. In total, each student participant paid only about S$300 (roughly US$168 based on 2002's average exchange rate of US$1 = S$1.79) for the 21 day trip. The leaders of the team further worked out a budget for expenses for the entire trip, and this included a 1,000

CNY (roughly US$121 based on 2002's average exchange rate of US$1 = 8.28 CNY) per day amount specifically allocated for buying groceries to cook meals every day. Fortunately or unfortunately, food produce was far cheaper than expected in these parts of China then, and the team leaders were appalled to find out that instead the team was only using an average of 300 CNY (US$36) per day. The leaders pounded the entire team on this issue, "we use 1,000 CNY a day, if we did not use this money, the team will return to Singapore with a surplus, and what would we do with all that cash?" They went on next to hire the car (with driver), not only because we ate all the eggs available in the vicinity, but also because we needed to use this 1,000 CNY per day. Still, the car did not cost enough, and towards the final days, we actually bought fireworks. Till now, my mind cannot wrap around what exactly happened there. The extravagance in the face of the poverty we encountered, and why it was impossible to simply donate whatever "leftover money" we had to the schools that we were refurbishing – until today, I am not sure why this all happened.

These encounters in my very first volunteer tourism trip, the one I set out with grand ambitions of saving the poor and doing good because it was "a calling", inspired me to study volunteer tourism. Because all I found was my ideals crashing down with the illogics of what we were doing. Was it "life changing" as promised in those grandiose brochures advertising international volunteering as an "opportunity of your lifetime" that would "broaden your perspectives and make you come home a different person"? Yes, somewhat. It did disturb me so profoundly that I eventually made a Masters' degree, a PhD degree, and an academic career out of studying it.

Through this, I posited important questions to volunteer tourism as social phenomenon. From studying what was initially an embryotic emerging field in the early 2000s, to seeing the field boom and my own field sites in Cambodia become hot spots where thousands of voluntourists descended on villages, which then turned into the heavy critiques especially in social media since mid 2010s, and now to a global pandemic that shut international borders and made voluntourism all but impossible.

Critically understanding volunteer tourism – it is more often about the self rather than the other

In the early stages of volunteer tourism, much was said about its potential for pro-poor development and for a form of tourism that was peaceful, benign, and brought about understanding between different people across the First and Third Worlds (McGehee and Santos 2004; McIntosh and Zahra 2007; Wearing 2001; Zahra and McIntosh 2007). However, despite the then literatures championing the benefits of volunteer tourism for both volunteers and hosts, what was critically lacking was an acknowledgement especially within academic research that this burgeoning phenomenon is perhaps more about the self than the other. In a now highly cited and seminal piece, I explored the motivations of 11 student volunteers from Singapore to South Africa, and found that at least among those in this study, motivating factors for volunteer tourists were predominantly "to travel" rather than "to contribute" or volunteer (Sin, 2009). Volunteering in the local community was also but one of the many means of travelling to different destinations to "learn about local cultures" or to "go beyond superficial tour packages where you don't see how people really live". This intervention initiated a critical relook into volunteer tourism at a time when it was becoming extremely popular, especially within educational institutions that favoured new out of classroom pedagogies combined with an appealing international experience that differentiated their educational package offered from other more traditional methods of education. Volunteer tourism was used as an experience that volunteer tourists used to perform a self, suggesting that he or she was a conscious and worldly tourist or individual.

This emphasis on the self in volunteer tourism perhaps seems like a given now with what we popularly understand of voluntourism and its criticisms. Yet, before Sin (2009), limited studies directly questioned and focused on such issues (see however, Guttentag, 2009; Raymond and Hall, 2008). This paper pressed many to acknowledge that instead of leaving such emphasis on the self in the background, it is important

to realize upfront that many volunteer tourists are typically more interested in fulfilling objectives relating to the self. This puts away the altruistic perception of volunteer tourism and allows one to critically assess the nature of volunteer tourism much like any other form of tourism—whether considered as mass or alternative tourism. It also pointed out that the meant that volunteer tourism could indeed be reinforcing negative stereotypes of aid-recipients as inferior or less-able through the process of othering by volunteer tourists (a line of thought further developed in Sin, 2010), and warned that volunteer tourism cannot be seen in an apolitical manner or assumed to naturally be pro-poor or socially just. Thankfully, in the years that has since passed, academic studies and popular media pressed on such issues with fervour, and today our understanding of volunteer tourism has come a long way since the early days with important critical works that continue to emerge (see for example, Bandyopadhyay & Patil, 2017; Butcher, 2017; Conran, 2011; Henry, 2019; Kontogeorgopoulos, 2017; Mostafanezhad, 2013a; 2013b; 2014; Prince, 2017; Wearing, Young & Everingham, 2017; Wearing et. al. 2018).

Responsibilities and care in (messy) practice

Yet, the understanding of volunteer tourism must not be slanted towards a one-sided criticism of such activities without a careful review of the broader dynamics in society that was driving its popularity. When I started doing research in this field, I frequently had to tell students that volunteer tourism was not all good – "look at the bigger picture, the situation is far more complex than what rosy, heartwarming promotional material make it out to be". In recent years, I had to do the opposite, students would ask: is volunteer tourism all bad? Am I a bad person if I wanted to volunteer internationally? And now I have to tell students that volunteer tourism is not all bad – "look at the bigger picture, this situation is far more complex than what dire, apocalyptic criticisms make it out to be". But perhaps, what is most important, is in understanding that like everything else in life, volunteer tourism does often exist somewhere between these two polemic ends, and binaries are not a good way of understanding it (and most other things anyway).

As social scientists, we must resist the ease of building up a straw man defined by its ignorance and arrogance towards the multiple issues of development in the Third World. The Barbie Savior[1] may be useful to analyze as a viral social media campaign (as we did in Sin and He, 2018), but academic studies must take care not to start off with presumed biases of the volunteer tourist to be Barbie Savior. Instead, volunteer tourism is shaped by how individual acts of responsibility and care is enmeshed in ordinary practices (Sin 2014; 2017) and the broader neoliberalizing of responsibilities in society (Sin, Oakes, and Mostafanezhad, 2015, and Sin and Minca 2014).

As Hilton's (2007) works called for the recognition of the ordinariness of consumption choices, it can be said that much like elsewhere in how we live the rest of life, volunteer tourists continue to make very ordinary decisions and banal actions that shapes how responsibilities and care is eventually practiced. This means they can attempt to be responsible especially in their tours and travels yet remain entrenched in all sorts of irresponsibilities both consciously and subconsciously. One is always simultaneously and continuously responsible and irresponsible (Sin 2014; 2017). Indeed, despite how it is often pitched in responsible and ethical tourism or consumption campaigns, it is in fact not easy at all to be responsible. Rather, we can learn a lot about our responsibility and yet continue to have difficulty pursuing a course of action that is deemed to be suitably responsible. Yet, volunteer tourists are expected to be good and critical judges on practices on the ground, and to flag out transgressions as and when these occur. These fail to recognise the nuances of issues at hand, while ignoring the perfomativities of dependencies and responsibilities on the ground by hosts and locals of volunteer tourism (Sin, 2010). There is therefore a need to understand responsibilities as

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1. Barbie Savior is a fictitious character created to parody and question critically what voluntourists and mission workers do in the Third World. It gained viral status since its launch in 2017 and highlights the role of humour and satire in pitching ethical considerations in voluntourism.

they emerge in practices on the ground, and look at these beyond judgmental binaries of good and bad. Instead, many volunteer tourism situations on the ground can be better understood as being in a process of becoming, while continually facing, overcoming and realising aspects of volunteer tourism that needs to be changed and adapted.

At a broader level, volunteer tourism also needs to be critically understood against the neoliberal forces driving society's expectations of responsible development (see Sin, Oakes and Mostafanezhad, 2015; Mostafanezhad 2014). Indeed, the rise of volunteer tourism runs alongside massive shifts fuelled by fair trade movements and ethical consumption drives, and an increasing mistrust in central authorities' and big corporations' abilities to address issues of equitable development and poverty alleviation. What we can observe through volunteer tourism, is this trend of 'privatization' and the 'NGOization' of development (Choudry and Kapoor 2013; Roy 2012) in at least two ways. First, there has been a rapid expansion in the development field of opportunities for relatively well-off volunteers from the Global North to directly take part in development aid projects. Such opportunities were rare in earlier times when development was primarily in the hands of the state and conceived in terms of more institutional and large-scale project. Second, to the extent that development has been depoliticized and rendered as a challenge for individuals and communities to tackle in their efforts to overcome poverty, volunteer tourism reflects the individualization of mainstream development practice. Volunteer tourists become ideal providers of development in a world that has seemingly chosen to forget about the structures of global capitalism that perpetuate poverty and inequality. Volunteer tourism can thus be productively viewed as a form of neoliberal governmentality, a kind of 'technology of the self' through which subjects constitute themselves simultaneously as competitive, entrepreneurial, market-based, individualized actors *and* caring, responsible, active, global citizens (Sin, Oakes & Mostafanezhad, 2015; Sin and Minca, 2014).

Beyond white girls and barbie saviors

A large part of my research also highlights how volunteer tourism is not just a Global North to Global South endeavour. The very premise of studies of volunteers originating from Singapore provided much insight on the diversity in volunteer tourism as a social phenomenon, much as how recent works detailing volunteer tourism from South Korea and China have too emerged over time (Lee & Yen, 2015; Lo & Lee, 2011; Meng et. al. 2020; Wu, Fu & Kang, 2018). A common response amongst Singaporean students is that unlike Barbie Savior, they certainly cannot be guilty of being the 'White Savior' because they are not White. Inherent in such responses are the assumed cultural sensitivities of being 'Asian like their hosts' (see also Baillie Smith et al., 2018; Sin, 2010). Indeed, it is important to question – does not being White make one less prone to the pitfalls of volunteer tourism? Are responsibilities universalized notions that apply regardless of where they occur? The dominance of English language and Global North perspectives in the study of volunteer tourism perhaps presents only one side of the picture. In China, for example, the idea of educated youths spending time in poor rural areas to learn and volunteer, can be traced back to the Cultural Revolution in the 1960s-70s and its "Down to Countryside Movement" (Schoppa, 2006). These all potentially presents peculiar positionings researchers need to dwell deeper in to understand. It is indeed vital to realise that what is deemed responsible or not is highly plural and contextual and needs to adopt a postcolonial decentering of knowledges and social identities authored and authorized by colonialism and Western domination (see Said 1978; Young 2001; Sharp 2008). To this end, much of my work pushes academia to focus on thinking and talking about responsibility in a postcolonial and nuanced manner (see Blunt and McEwan 2002; Robinson 2003; Jazeel & McFarlane 2010) that looks not only at what are celebrated as responsible practices but also why and what makes a practice responsible or not in the specific contexts in which these practices are being carried out.

Finally, even as the narratives of 'poor but happy' encounters in volunteer tourism imply that voluntourists can harness their emotions to trivialize and romanticize impoverishment in the Third World, it is important to critically consider the nuances of how these occur as Sin and He (2019) considers (see also, Crossley,

2012). What are the subjective negotiations of the self in reflections on personal sensibilities regarding volunteer tourists' experiences? To assume that voluntourists are naively unaware of the contradictions and critiques of their representations of the Third World is perhaps to miss the point entirely. The desire to engage with the Third World, or to know the Third World, remains a strong rhetoric in numerous areas – youth development, cosmopolitanism, education and so on. There is arguably indeed value in encouraging privileged people to consider the lives and well-being of those beyond their immediate circles. The question therefore is how one can do so while opening up conversations on the problematic issues of doing so – just as my very first encounters did as detailed above did. How do we acknowledge the complex negotiations and emotions voluntourists may encounter – in their fears of being just like Barbie Savior and their attempts to be nothing like Barbie Savior?

Perhaps volunteer tourism in itself is never going to be good or bad. It was always going to be both.

Written by Harng Luh Sin, Singapore Management University, Singapore
[Read Harng Luh's letter to future generations of tourism researchers](#)

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95. A CRITICAL APPROACH TO THE TOURIST EXPERIENCE - Contributions by Jennie Small

Background to my Place in Tourism Studies

My involvement in tourism studies began in the mid-1970s when undertaking my MSc degree in Environmental Psychology at the University of Surrey. I had left a teaching position in psychology at the Australian National University to further my studies in this emergent psychology field. If I had known, prior to departure from Australia, that there was a tourism program at Surrey, I might have chosen that course. Travel and tourism were 'in my blood' – my extended family were great travellers and I, too, had travelled quite extensively by that stage. I was both personally and academically interested. Despite being in a psychology program, I was fortunate that my supervisor, Peter Stringer, was interested in the connection between tourism and psychology, enabling me to focus my thesis topic on tourist behaviour, in particular, family roles on holiday and their interaction with the physical environment. Back then, with only a handful of tourism texts and tourism journals, the study of tourism was a different experience from today[1]. Returning to Australia I continued my interest in tourism with postgraduate diplomas in Urban Studies and Tourism Management and, eventually, a PhD at the University of Technology Sydney (UTS). In the early nineties, I was invited to develop a course in Tourist Behaviour at UTS. At the time, there were few universities which had incorporated the study of tourists into their programs/subjects (with the exception, perhaps, being marketing subjects). Tourist behaviour/experience has remained my main field of interest.

My Contributions

Theoretical and Methodological Contributions

In the 1990s I was introduced to Critical Theory and Social Constructionism which changed my world view and the direction of my teaching and research. At the same time, I was introduced to the feminist, social constructionist method, Memory-work (Haug, 1987). Taking a critical approach, has meant examining social justice issues and power structures in the tourist experience, to ask: Who is included and who is excluded in tourism? Whose interests are served in the tourist experience? Since 2008, I have also been involved in the coordination of the *Critical Approaches in Tourism and Hospitality* Special Interest group of the Council for Australasian University Tourism and Hospitality Education (CAUTHE) with Erica Wilson (Southern Cross University) and Candice Harris (Auckland University of Technology). With these colleagues, I have contributed to the Critical Tourism field (Harris, Small & Wilson, 2017; Small, Harris & Wilson, 2008; Wilson, Harris & Small, 2008; Wilson, Small & Harris, 2012).   Since 2005, the critical field has developed to become a significant force in Tourism Studies with regular international Critical Tourism Studies conferences in Europe, North America, and Asia. Sharing knowledge and working with like-minded others has been a great support to those of us who did not fit the mainstream, positivist paradigm of traditional tourism studies.

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1. By 1991, it was still possible to produce a reasonably 'comprehensive' bibliography on tourist behaviour (Small, 2015b). A daunting task today!

Fitting with my critical approach has been the research method, Memory-work which I have introduced to Tourism Studies, critiqued, employed and adapted in much of my research (see Jonson et al., 2015; Onyx & Small, 2001; Small, 1999, 2004; 2005a, 2005b; Small et al., 2007, 2011). Aligned with a social constructionist approach, the method focuses on how we construct ourselves into existing social relations. It considers that the self is constructed through memories. In other words, the way significant events are remembered and constructed, contributes to the construction of self. Memories are thus the data. It is a collective method with a group of participants searching for understanding and shared meaning of women's construction. The method collapses the subject and object of research, with the researched becoming researchers/co-researchers. Memory-work is feminist in intent, the hope being that collective understanding of women's construction will be emancipating.

My research has tended to centre on the everyday, taken-for-granted experiences of travel and holidays that have often been neglected/ignored. While my research and teaching have spanned different areas of tourism, I consider that my major contributions relate to my studies of *the tourist experience*: the study of gender and age; disability (vision impairment); and mobility (air travel). These are interrelated and linked through a Critical Tourism approach.

Gender, Age and Tourism

I commenced research in gender in the 1990s, at a time when gender was gaining recognition as a subject worthy of tourism study. Meeting like-minded colleagues at the Gender/Tourism/Fun(?) Conference (University of California-Davis) in 1997 and, later, gender researchers, Erica Wilson and Candice Harris has contributed to the direction I have taken. My research in gender and tourism has centred on women as tourists, commencing with my doctoral work on the holiday experiences of women and girls over their life-course (Small, 2002, 2003, 2005a, 2005c, 2007, 2008). Here, I employed Memory-work to study the memories of different aged groups (12, 20, 40, 65+ years) examining their positive and negative holiday experiences at their current age and earlier ages. With four to six groups in each age cohort, the total number of memory-work sessions was 46. The study explored the commonalities/differences in the holiday memories within each age cohort, across historical periods and between different age cohorts at the time of the research. Memory-work, allowed for the social construction of the tourist experience to emerge at different ages. The research design allowed me to look at the holiday stories of the women and girls from a diachronic (multigenerational) as well as synchronic (intragenerational) viewpoint. The study exposed different elements which constitute a good holiday experience and a bad (or not so good) holiday experience and indicated that gender, age/family life stage, and historical cohort are significant in defining the tourist experience. However, inherent in the memories across all age groups and times was the importance of social connectedness for women and the physical, emotional, embodied experience of the holiday.

It is the latter that has particularly interested me and led me to investigate further women's relationship with their bodies on holiday, in particular, their physical appearance (Small, 2016, 2021). Once again, I have used memory work to study the experiences of women (aged 20s, 30-49, and 50 + years). In summary, the findings have dislodged the taken-for-granted narrative that a holiday is a time of escape, when one can relax societal norms. Across all age groups, memories of physical appearance on holiday (whether positive or negative) were aligned with the ideal body norm (slim, tanned, young, and appropriately clothed). The only exceptions were amongst a few of the older age group for whom the focus was not on how their body 'appeared' but what the body could 'do'. For most women, holidays were not a time to resist societal prescriptions. Indeed, a holiday could often be a time to reinforce the perfect body. This body (slim, white-but tanned, young, able-bodied and bikini-ed) is reinforced by the media, as evident in my study of the portrayal of Australian beach bodies in women's lifestyle magazines (Small, 2017) and Jordan's (2007) earlier investigation of British media images of women's beach bodies.

My research has also looked more broadly at gender and the body in leisure and tourism (Wearing, Small & Foley, 2017), examined the female traveller as 'çhoraster' (Small & Wearing, 2016), and studied the position of gender in tourism's high-ranking journals (Small, Harris & Wilson, 2017).

Vision Impairment and Tourism

Another field of research to which I have contributed is disability and tourism. Working with Simon Darcy (UTS) stimulated my interest in the field, particularly in relation to vision impairment which, at the time, had been largely neglected in the disability and tourism literature, the focus being on mobility disability. My research on vision impairment has centred on the tourist experience. It has been informed by the theory of embodied ontology (Shakespeare & Watson, 2001; Small & Darcy, 2010a) which extends the social model of disability to incorporate corporeality and embodiment (Small & Darcy, 2010b). In other words, it is the intersection of social attitudes (often oppressive) with the individual's physical experience of their body/impairment that constitutes the experience of a tourist with disability, differentiating their experience from that of an able-bodied tourist. Embodied ontology thus challenges the dichotomies of impairment/disability, allowing for both structure and agency. Inherent in disability research are social justice principles; those with vision impairment have the same rights to citizenship and access to a quality tourist experience as do able-bodied tourists.

That tourists with vision impairment encounter many difficulties across all stages of the travel journey, and all sectors of the tourism industry, was confirmed in a study by Small, Darcy and Packer (2012). In summary, inclusion or exclusion in the tourist experience was related to access to information, ease of wayfinding, the knowledge and attitudes of others, and availability of facilities for a guide dog. Also highlighted were the means by which the tourists managed their interactions with the different sectors of the tourism industry. Further studies have looked at the experiences of tourists with vision impairment at specific tourist attractions (Small & Darcy, 2016), at airports and in flight (Small, forthcoming). My research has also explored the relationship of tourists with vision impairment and their sighted guides (Small, 2015a) to understand how this partnership might affect the tourist experience of both parties. The findings from this study, which employed both autoethnography and questionnaire survey, highlighted the interconnectedness of mobility. It was found that, for the tourist with vision impairment, having a sighted guide facilitated their mobility, allowing them to enjoy the benefits of travel. For the sighted tourist, new ways of mobility were experienced through guiding. However, mobility could also be constrained by the personality, interests, and motivation of one of the parties. One party could control the mobility of the other.

The conclusion from the above studies is that, as with other disabilities, vision impairment, in itself, is not a barrier to enjoying the benefits of tourism, yet a disabling environment specific to the person's embodiment can lessen the experience and, for some, prevent their participation all together. The findings also highlight the many ways that government, community, and tourism providers can enhance the experience for tourists with vision impairment.

The Passenger Experience of Air Travel

Air travel is a key element in the journey for many tourists, yet, with the exception of the sustainability literature, the passenger experience has attracted little interest from a critical tourism perspective. Employing netnography and Fairclough's (1993) Critical Discourse Analysis (CDA), Candice Harris and I have explored the passenger experience through the online discourse on air travel. In particular, we have been interested in the passenger-passenger relationship, such as passengers' experience of crying babies (Small & Harris, 2014) and passenger body size/obesity (Small & Harris, 2012). Discourse on other behaviours (air

rage, passenger shaming, passenger dress, and attitudes to older female flight attendants) has also been examined. Using CDA, we have analysed the text, the discursive practice and the socio-cultural practice to uncover the ways in which social power and inequality are enacted, reproduced, and resisted in the air travel experience. Across all studies, the identified central themes have been the moral question of rights: the rights of the individual passenger (the focus of neo-liberal societies) versus the rights of the collective, and the neglect of the airline industry in addressing many of the issues. The research acknowledges that an understanding of the passenger experience requires us to go beyond discourse to consider the embodied practice of movement and the material world in the passenger's reality – the technologies, objects, and things which surround and with which they interact corporeally. In applying a critical lens to the passenger experience of air travel, the research highlights the politics and ethics of mobility. Power relations are evident in *how* we move (our experience of mobility) based on class, gender, age, ability, race, ethnicity etc. A critical lens exposes the mobility gap; not all have access to air travel and, amongst those who do, some have a more comfortable trip than others (Small, forthcoming).

To Conclude…

In writing this piece, I have struggled somewhat with the meaning of 'contribution' – how do *I* measure contribution? There are the metrics, the citations, but the most meaningful for me has been the personal feedback (that comment from a student, often years later) that my work had an impact (however, small that might have been). I have not 'forged' my career on my own. I have been assisted by students, colleagues, research participants. There are many who have shared the path with me. Thank you to all those who have contributed over the years to '*my* contribution' to Tourism Studies. This publication attests to how far we have come over the recent past with the number of impressive contributions by women in the field. Tourism Studies is clearly in safe hands!

Written by Jennie Small, University of Technology Sydney, Australia

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96. WELLNESS TOURISM - Contributions by Melanie Kay Smith

Since my late twenties I have been fascinated by the subject of human wellbeing or wellness and its relationship to both leisure and travel. Travel has always been such an important part of my own life, not least because I started life as a linguist and studied five languages apart from my native English. I was fascinated by the cultural context in which these languages developed, which also led me to take an interest in cultural tourism, another important branch of my research in tourism. However, here I would like to talk about wellness tourism because it is a subject that has been close to my heart for a number of reasons over the past 18 years.

I first heard the term 'wellness' from the recently and sadly departed Professor Tej Vir Singh after I had published a Research Report in Tourism Recreation Research in 2003 on what I had termed 'holistic holidays' (Smith, 2003). I was interested in tourism experiences that help to reconcile body, mind and spirit. It should be noted that I was in my early thirties, single and childless with a focus on career development. There is no doubt that I was soul-searching and questioning my direction in life and a certain degree of existential self-indulgence was part of this process! In addition, I had become passionate about yoga and had recently undertaken a Thai massage course in Thailand. I was even wondering whether to leave academia and pursue an alternative career. My colleague and friend from the University of Greenwich Dr Catherine Kelly and I had been researching holistic retreat centres, including a short research trip to Goa in India together. We were fascinated by what we termed 'journeys of the self' and this became our Editorial title for a Special Issue of Tourism Recreation Research in 2006 (Smith & Kelly, 2006a; Smith & Kelly, 2006b) commissioned by Tej Vir Singh over breakfast at a conference in Austria. We wanted to entitle it 'Holistic Tourism' but he recommended using the term 'Wellness'. This was several years before wellness become a global buzzword and an ubiquitous label for innumerous products and services.

So what is it that fascinated me about wellness? I studied French and German at University and I was especially drawn to French existentialism and German expressionism. These philosophies or movements seem to be somewhat incompatible with optimism and wellness drawing as they do on human suffering and angst. However, they also focus very much on the human subject, on 'being-in-the-world', the self, individualism, choice, freedom and authenticity. They address issues of social change and spiritual crisis, but there were also 'happy' existentialists like Albert Camus who famously stated that 'the point of life is living' as well as advocating rebellion against the human condition. To me, nothing is more interesting than the human condition, but unlike some other eminent scholars, I did not choose to explore dark tourism, which also affords many insights into the human condition, I rather followed in the footsteps of researchers who had been inspired by positive psychology. This included the late, great Philip Pearce as well as Margaret Deery, Sebastien Filep and Jeroen Nawijn (Filep & Deery, 2010; Philip, Filep & Ross, 2011; Nawijn 2011). Their work on tourists and happiness or subjective wellbeing provided considerable insights into the contribution that tourism makes to human happiness. Personally, I also prefer to use the term 'wellbeing' when discussing human lives as it provides much more scope for academic research even though it is extremely broad (see our Annals of Tourism article Smith & Diekmann, 2017 for an in-depth analysis of the relationship between tourism and wellbeing). Wellness is much more frequently associated with spas and luxury hotels which belong rather in the category of hedonism. Wellbeing, and especially subjective wellbeing, lend themselves more readily to both philosophical and sociological debates. However, I sometimes like to return to Nahrstedt's (2008) argument that wellness is the path to achieving wellbeing and involves a number of choices that can be made to improve life, health and happiness.

Before Tej Vir Singh passed away, he asked me to contribute to a book on Tourism, Hope and Happiness. He told me that I was one of the few academics who had focused consistently on the positive aspects of tourism over the years. I was quite touched by this comment and invitation, but it fits my personality well, as I am

lucky enough to be one of life's optimists for whom the glass is always half full. Despite the challenges of life, I believe that it is important to practice mindfulness and gratitude to appreciate what we have rather than what we do not have. This does not mean that I am not engaged in debates about ethics, sustainability and the negative impacts of tourism, I just believe that if tourism is managed well, all forms of tourism can be mutually beneficial to both visitors and communities. For that reason, I have undertaken work on tourism and quality of life which examines the relationship from the perspective of both tourists and locals. I am grateful to both Joe Sirgy and Muzaffer Uysal for this opportunity.

I am interested in forms of tourism that are not only based on pleasure and hedonism (which also have their place and time) but in those activities that enable people to discover their true selves and to engage in self-development. We might define this as eudaimonia. The chapter that I promised to Tej Vir Singh has now been written for the book on Tourism, Hope, Happiness & the Good Life (edited by David Fennell and Richard Butler) and focuses once again on retreats using Aristotle's theory of eudaimonia and its connections to existential philosophy. This includes Kierkegaard's idea of 'authentic living', Sartre's 'ontological' versus 'practical' freedom and Heidegger's notion of life being a 'project of becoming'. I think that Tej Vir Singh would have appreciated the chapter as it returns to the same themes – retreats and journeys of the self, from which his and my idea of Wellness Tourism was born.

The context of retreats has interested me for so many years because they have proliferated very rapidly since I started studying them in 2003 and they are one of the few spaces in tourism that truly offer eudaimonic experiences. This includes learning how to enhance subjective wellbeing, balancing the body, mind and spirit, living more authentically, personal development, fulfilling potential and living one's best life. A range of activities tend to be carefully selected by the retreat organisers focusing on what the participant needs most. Yoga and meditation are very common, as well as physical exercise, healthy food, creative activities and advice on stress management, work-life balance and living with more joy and passion. Transformation is also a key word in the retreat discourse and I contributed to the fascinating body of work by Yvette Reisinger (Reisinger, 2013) on 'transformational tourism' (Smith, 2013) which is closely connected to wellness and especially retreats. It should be noted that transformation is also about facing life's challenges and hardships as well as taking collective actions towards positive social change.

Now I am 50 years old, married with two children and in a good place in my academic career. My husband László Puczkó is also a wellness enthusiast, health tourism and spa consultant and we have written joint books on these subjects (Smith & Puczkó, 2008, 2013). Some of our work is about spa management, experience creation (Smith, 2021a) and customer service too (Smith, Jancsik & Puczkó, 2021). With our joint organization Health Tourism Worldwide, we try to undertake studies that collect global data and inform industry practice too. As we are living in Hungary, balneology or the medical use of thermal waters is extremely important, so I have also incorporated thermal bath or spa management into my research (e.g. Smith & Puczkó, 2017; Smith & Puczkó, 2018; Wallace & Smith, 2020; Smith & Wallace, 2020). A few years ago, I was also a principal researcher in a project on Balkan Wellbeing which included 11 countries. We focused on the main factors that constitute health and happiness in those countries, as well as examining health tourism development. I also undertook research which supported the development of a Baltic Health Tourism cluster for Estonia, Latvia and Lithuania, as well as a project on wellness tourism development in Valais in Switzerland. I also recently led an 18-month V4 country project in Hungary, Poland, Czech Republic and Slovakia about challenges and opportunities for balneology spas in the region.

My soul-searching is now of a different nature than it was in my early 30s. I wrote a paper a couple of years ago about 'Wellness in the U-bend of life' (Smith, 2018) which explored why mid-life was the low point in life's happiness, especially for women. This was a way of coming to terms with my own middle age as well as exploring why the average age for wellness tourism (especially in spas and retreats) seemed to be around 45 and predominantly female. However, it now concerns me to read reports that indicate that the highest rates of depression are among young people aged 18-29 (especially women). This will be a future avenue of research for me and the connections to the COVID pandemic, economic and environmental sustainability, extreme politics and the impacts of social media are likely to be important factors in this research.

Some of my recent research interests also include the relationship between tourism, wellness and spirituality (Smith, 2021b; Smith, Kiss & Chan, 2022). Spirituality tends to be one of the most under-researched areas of wellness because it is so elusive. Spiritual tourism in the context of wellness is often concerned with a personal or individual quests for meaning and the development of the self. It also involves connections to nature and landscape. I was a Working Group Chair in a four year EU COST project that researched the relationship between tourism, wellbeing and ecosystem services, which included focusing on the wellbeing benefits of contact with nature and landscape. My own publications from this project were mainly about Cultural Ecosystem Services because these combine my interests in culture and spirituality as well as nature and wellbeing (Smith & Csurgó, 2018; Ram & Smith, 2019; Csurgó & Smith, 2021).

Overall, what has been my contribution to the field of Wellness Tourism? In addition to 4 books, 20 book chapters, 10 journal articles, 2 special issues of journals (Smith & Kelly, 2006a; Smith, Deery & Puczkó, 2010), 1 encyclopedia entry (Smith, 2022), several projects and consultancy work including for ETC/UNWTO (ETC/UNWTO, 2018), I have been running specialist courses in Health Tourism, Wellness and Spas for 15+ years in Budapest as well as teaching courses in Germany, Austria and Switzerland. I have also been involved in the curriculum design and teaching of a Master's programme in Wellness and Spa Service Design and Management at University of Tartu, Pärnu College in Estonia for the past 10 years. Recently, I have noticed how pertinent the subject of wellness has become for students, especially in the wake of the COVID pandemic. It is so important for young people today to discuss their place in this uncertain world; to debate how to stay happy and healthy despite political turmoil, environmental decline and economic recession; to make sense of their relationship to themselves and the influence that social media plays within that; their FOMO or Fear of Missing Out while recognizing the need for digital detoxification; and their justifiable concerns about the future of the planet and sustainability. Although wellness could be thought of as a very personal and individual journal, it also involves social responsibility towards public health and the health of the planet. Life is often described as a journey but one which has an unknown destination, unlike tourism. For this reason, the path that we tread and the choices that we make along the way are essential to gaining the most from this journey. I hope to teach future generations to look after not only themselves, but each other too, as well as caring for the precious and fragile environment around us. My own journey is not yet over and I hope to keep contributing to this fascinating and socially important field for as long as I can.

Written by Melanie Kay Smith, Budapest Metropolitan University, Hungary
Read Melanie's letter to future generations of tourism researchers

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97. VALUE CREATION IN TOURISM THROUGH ACTIVE TOURIST ENGAGEMENT: A FRAMEWORK FOR ONLINE REVIEWS - Contributions by Rodoula H. Tsiotsou

Introduction

Customer engagement (CE) has emerged as a major research stream in marketing, attracting significant research attention since 2010. CE became important because it impacts either directly (e.g., increased market share, sales, and profit margin) or indirectly (e.g., enhanced feedback efficiency, customer social capital, and relationship quality) firm performance (Verhoef et al., 2010), and creates value for the actors involved (Tsiotsou, 2021). Accordingly, tourist engagement (TE) has attracted research and managerial interest in tourism services due to its positive effects on tourist behavior such as usage (Harrigan et al., 2017), purchase intentions (Tu et al., 2018), patronage (Giebelhausen et al., 2017), and word-of-mouth (Choi & Kandampully, 2019). Moreover, research shows that engaged tourists demonstrate high levels of trust (Rather, 2019), satisfaction (Sharma and Sarmah, 2019), loyalty (Chen & Rahman, 2018), advocacy (Bilro et al., 2018), and they create value for themselves, other tourists, and tourism firms (Tsiotsou, 2021). According to a recent review of the literature conducted by Hao (2020), engagement-related research in tourism can be organized into six main streams: CE, employee/work engagement, community/resident engagement, institutional/hotel engagement, student/learner engagement, and civic/volunteer engagement. CE attracted most research attention while online TE is gaining popularity due to its increasing importance.

This chapter considers online reviews in the realm of engagement research to understand how value is created in this context. As an expression of active TE, online reviews are of particular interest to both tourism academics and practitioners because they create value for their writers, other tourists, and tourism businesses. Therefore, the purpose of this chapter is to advance our understanding of TE expressed as online reviews and value creation in this environment. The objectives of the chapter are threefold: a) to synthesize the most relevant literature on online tourist reviews and present their value creation outcomes for the main actors involved, b) to identify research gaps, and c) to provide future research directives. To that end, a value creation conceptual framework, ValCOR, is proposed, which includes the motives/benefits, moderators, and value-related outcomes of online reviews for review writers, other tourists, and tourism firms. The proposed framework assists in identifying knowledge gaps and provides future research recommendations.

The chapter is organized as follows. First, the concept of engagement is discussed. Then, the proposed framework is presented, and the chapter concludes with an epilogue that provides future research directives.

The Concept of Engagement

Van Doorn et al. (2010, p. 254) defined engagement as a *"customers' behavioral manifestation toward a brand or firm beyond purchase, which results from motivational drivers"*. Brodie et al. (2019, p.183) consider

engagement as "*a dynamic and iterative process, reflecting actors' dispositions to invest resources in their interactions with other connected actors in a service system*". Engagement is a multidimensional concept consisting of cognitive, emotional, and behavioral elements resulting from interactive customer experiences with focal points within service relationships (Brodie et al., 2019).

The intensity of CE has attracted significant research attention. The intensity of CE has been considered either as a dichotomy or as a continuum. In line with the dichotomy perspective, customers may be either actively (e.g., evaluate service performance, post comments, and material, and repost others' comments and material) (Sweeny, Payne, & Frow, 2020; Tsiotsou, 2020) or passively/parasocially engaged (e.g., read other customers' evaluations, view comments and uploaded material, and observe others' conversations) offline and/or online (Tsiotsou, 2021; Tsiotsou, 2016; Tsiotsou 2015). Active CE might include learning (cognitive), sharing (behavioral), advocating (affective-behavioral), socializing (behavioral), co-developing (behavioral) (Brodie et al., 2013), and value co-creating (behavioral) (Tsiotsou, 2021). Passive CE is considered parasocial behavior because it is a one-sided interaction (Tsiotsou, 2015; Tsiotsou, 2016), often known as "lurking" or "passive participation" or "passive consumption". However, other scholars view CE as a continuum of different intensity levels (from low to high) such as reacting, commenting, sharing, and posting (Barger et al., 2016) or consuming (low engagement level), contributing (middle engagement level) and creating (high engagement level) (Muntinga et al., 2011). In line with this reasoning, online reviews posted by tourists can be considered as an expression of high intensity engagement involving cognitive, emotional, and behavioral aspects. The intensity of CE has not been clarified yet in the literature because previous research identifies context-dependent behaviors (e.g., social media) and cannot be applied to both offline and online environments.

The terms "*online customer engagement*", "*online engagement*", "*online customer engagement behavior*", "*user engagement*", "*social media engagement*," and "*media engagement*" found in the literature denote CE with social media (Tsiotsou, 2021). Hao (2020, p. 1845) considers online CE as "*customers' engagement with firms' online platforms, such as SNSs, booking websites, virtual communities, OTA and mobile App*". Thus, online CE can be defined as interactions mediated by any online platform, website, virtual community, and mobile app.

A Value Creation Framework of Online Reviews (ValCOR)

Based on a review of the extant literature on online reviews in tourism, the results of previous studies are critically evaluated and synthesized into the proposed framework, called ValCOR (Va from the first syllable of Value and COR from the first letters of Creation, Online, and Reviews). ValCOR is a multi-actor framework that shows how value is created via online reviews for three main actors: the writers of the reviews, other tourists, and tourism firms (Figure 1). The ValCOR framework provides a better understanding of the role of reviews and their value creation outcomes to the main actors involved. Embracing the SDL view, value is understood here as perceived by the beneficiary. Thus, value is created by and for the writers of the reviews when their motives are satisfied (e.g., gaining respect and recognition) and related benefits are gained. Other tourists gain value from the reviews because they provide several benefits (e.g., useful information and reduced risk). Other tourists create value for the review writers and tourism firms with their reactions to those reviews (e.g. indicating how helpful the review was). Tourism businesses obtain value as well in the form of increased knowledge (e.g., identify weak service touchpoints and getting ideas for new services) and performance (e.g., increased sales) whereas with their response to these reviews they also create value for the writers and for other tourists. ValCOR takes a holistic perspective by explaining value destruction in online reviews as well. The proposed framework identifies fake reviews as a significant factor that destroys the value of online reviews and explains how they harm the tourism ecosystem.

Value Creation Outcomes for Review Writers. Tourists have several motives when engaging in online reviews. In the literature, internal motives such as gaining respect and recognition, increasing self-esteem,

maintaining and/or augmenting social capital, increasing social bonds, enjoying the online activity, altruistic motives (helping others and preventing them from making bad choices), and achieving enhanced cooperation have been reported (Baym, 2010; Chang & Chieng, 2011; Munar & Jacobsen, 2014). Furthermore, active engagement in an online travel community improves one's sense of belonging, leading to increased knowledge sharing (Qu & Lee 2011). When tourists share their vacation experiences, they include not only the attributional aspects of their holidays (for example, prices, weather conditions, beaches, and other attractions), but they also express their feelings and emotions, imaginations, and fantasies (Baym, 2010). Yoo and Gretzel (2008) found that tourists are acquiring the following benefits when writing online travel reviews: enjoyment, collective power over companies, venting negative feelings, self-enhancement and are motivated by their concerns for other consumers' intentions, for helping the company, and for expressing positive feelings.
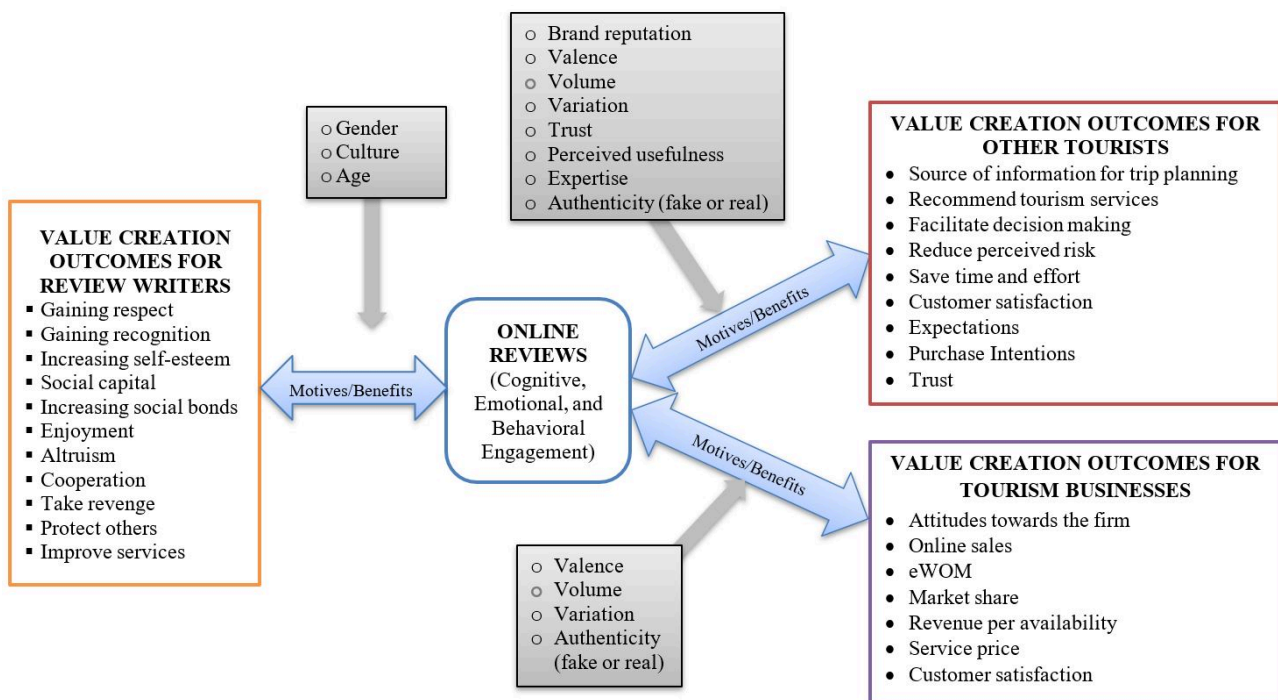
Figure 1. ValCOR: A Value-Creation Framework of Online Reviews.

Dixit, Badgaiyan, and Khare (2019) reported that perceived behavioral control and subjective norms significantly predict online review writing intentions in the context of restaurants. However, reviews are not always positive. When tourists experience service failure, their motives for posting a negative online review range from warning others (Wetzer, Zeelenberg, & Pieters, 2007) to taking revenge (Dixit, Badgaiyan, & Khare, 2019; Wetzer, Zeelenberg, & Pieters, 2007).

Several factors influence the motives, valence, and volume of online reviews. Gender, age, and culture are the most prominent ones in tourism research. Regarding the role of gender and age in online reviews, the literature indicates mixed results. According to Yoo and Gretzel (2008), there are gender differences in the motives of online reviews. Females write online reviews to "help the company," "enjoy themselves," and have "positive self enhancement," whereas male online review writers are motivated by "collective power" and "emitting negative feelings." Furthermore, Mangold and Smith (2012) have found that males upload more often reviews to express their opinions about services than females. On the other hand, Bronner and De Hoog (2011) found no significant gender differences in motivations. Moreover, Tsiotsou (2019) did not identify gender differences either in hotel evaluations or in the number of reviews posted on TripAdvisor.

In relation to age, Yoo and Gretzel (2008) did not find any significant differences in motivations. Tsiotsou (2019) confirmed the lack of age differences in hotel evaluations and the number of online reviews. Contrary, Bronner and De Hoog (2010) reported significant age differences: 35–55 old are "least self-directed" and "more motivated to help others" than the low- and high-age groups, while tourists under 55 contribute more online reviews than the other age groups. Gonçalves, Silva, and Martins (2018) suggest that the role of gender and age on the relationship between motives and online reviews is more complex than it has been previously considered. For example, they reported gender differences only in certain age groups, such as females older than 35 years. The complexity of these factors may explain the mixed results in literature.

In addition, culture plays a significant role in online reviews. Cross-cultural research identifies cultural differences in tourism services evaluations and indicates that customers from different cultures perceive and evaluate service quality in a different way (Tsiotsou, 2019; Witkowski and Wolfinbarger, 2002) while they focus on different service aspects in their evaluations (Mattila, 1999; Tsiotsou, 2019).

Value Creation of Online Reviews to Other Tourists. Reports show that each year hundreds of millions of potential visitors (463 million monthly average unique visitors) consult online reviews (Tripadvisor.com. 2021). Specifically, research indicates that 95% of tourists read travel reviews prior to booking, with leisure travelers spending on average 30 minutes in online reviews prior to booking a hotel while 10% of travelers spend more than one hour (Ady & Quadri-Felitti, 2015). Online tourist reviews can benefit other tourists by serving two purposes: first, providing information about tourism services, and second, by acting as recommendation platforms (Park et al., 2007). Online reviews about travel destinations, hotels, and tourism services benefit other tourists because they are a valuable source of information when planning their travel (Litvin et al., 2008; Xiang et al., 2015). They provide other tourists convenience, quality assurance (e.g., price and best value for money), social reassurance, and risk reduction (Kim, Mattila, & Baloglu, 2011). Online reviews are considered the second most trusted source of service information following recommendations from friends and family (Zhang et al., 2016). According to Cone Research (2011), 80% of consumers reverse their purchase decisions after reading negative consumer reviews, while 87 percent affirm their purchase decisions after reading positive consumer reviews.

Online reviews are particularly influential because they are written from a consumer's perspective and thus provide an opportunity for indirect experiences (Bickart & Schindler, 2001). Reviews are perceived as more credible, current, enjoyable, and reliable than marketing information (Smith et al., 2005) provided by tourism firms (Gretzel & Yoo, 2008). Furthermore, reviewer expertise and reputation/status in a review platform, emotions (negative vs. positive), and language complexity are positively related to consumer attitudes and trust toward online reviews (Baker & Kim, 2019; Filieri, 2015) and purchase intentions (Baker & Kim, 2019, Zhao et al., 2015). Online tourist reviews are beneficial in the trip planning process because they provide ideas, make decisions easier, make the planning process more enjoyable, and boost confidence by lowering risk and making it easier to imagine what places will be like (Gretzel & Yoo, 2008).

Value Creation of Online Reviews to Tourism Businesses. Research results highlight the importance of online reviews to value creation and business performance in tourism (Tsiotsou, 2019; Vermeulen & Seegars, 2009; Ye et al., 2009). Tourism firms can create value from online reviews by identifying desirable features or flaws of their services (Zhang et al., 2016) and adding or improving them (Tsiotsou, 2019). Vermeulen and Seegars' (2009) have shown that exposure to online reviews enhances both positive and negative tourists' attitudes towards hotel consideration. Positive reviews actually increase tourists' attitude towards the hotels under investigation especially in less known hotels. Ye et al. (2011) show that traveler reviews have a significant impact on online sales, with a 10 percent increase in traveler review ratings boosting online bookings by more than five percent. Additionally, variance/polarity of word-of-mouth for reviews had a negative impact on sales volumes. A 10% increase in review variance decreased sales by 2.8%. Ye et al. (2009) reported that hotels with higher star ratings received more online bookings, but room rates had a negative impact on the number of online bookings. In sum, their findings support that tourist online reviews have an important impact on online hotel bookings. Furthermore, high review ratings influence positively services'

price (Kim et al., 2015), increase sales (Kim et al., 2015), lead to higher revenue per availability (Phillips et al., 2015), and a higher market share (Duverger, 2013).

Because of the significance of online reviews, many tourism businesses worldwide have implemented an online review management strategy or system. Online responses, for example, are very effective for extremely dissatisfied customers. Furthermore, when a company handles customer complaints effectively, it can turn negative online reviews into positive ones (Van Doorn et al., 2010). As a result, many tourism firms have chosen or plan to respond to feedback or guest complaints online (Levy et al., 2013). Responding to customer reviews has traditionally been regarded as the first step in social media management (Gu & Ye, 2014). Nowadays, tourism businesses recognize the value of effectively managing online reviews by doing more than just responding to them. They are developing online review management systems to collect customer feedback from various social media platforms and improve various aspects of their service operations.

Current literature has identified several moderating factors in the relationship between online reviews and their business related outcomes. These factors include valence (Wang & Hung, 2015), volume (Xie et al., 2014), and variation of consumer reviews (Melián-González et al., 2013), review-based product rankings (Filieri & McLeay, 2014), perceived usefulness (Liu & Park, 2015), trust in online reviews (Filieri, 2015), brand reputation (Vermeulen & Seegars, 2009), and management responses to consumer reviews (Liu et al., 2015). For example, the valence of online reviews positively influences consumers' expectations and hotel booking intentions (Ladhari & Michaud, 2015), with positive reviews being more effective than negative ones in increasing consumers' purchase intentions (Tsao et al., 2015).

Fake Online Reviews as a Form of Value Destruction. According to BrightLocal research (2019), 82% of consumers have read a fake review in the previous year, indicating that fake reviews are becoming a common phenomenon and a significant problem in the online environment. Specifically, it is estimated that approximately one-third of reviews are fake or contain falsified elements (Streitfeld, 2012). In 2018, the well-known tourism platform in China, Mafengwo.com, was accused of faking 85% of all its reviews (18 million out of 21 million reviews) by duplicating online reviews from competitors (Zhao, 2018). Hunt (2015) views fake online reviews as false, misleading, and deceptive communications in a digital environment that do not "reflect the genuinely held opinion of the author." Fake reviews are intentionally written reviews that appear authentic to deceive consumers and mislead them in their purchasing decisions (Zhang et al., 2016). Because most online platforms do not have specific posting restrictions and require little information, they facilitate the creation of fictitious reviews (Zhang et al., 2016).

Due to their significant influence on tourists' perceptions, many tourism firms and platforms often manipulate online reviews in different ways. Moreover, consumers acquiring specific incentives may engage in fake reviews. Tourist firms may post positive fake reviews for their services or negative fake reviews against their competitors for financial gains. Tourism platforms are also inclined to review manipulations and add fake reviews to increase traffic and consumer engagement (Lee, Qiu, & Whinston, 2018). In addition, tourists may post fake reviews to gain self-benefits (e.g., a free room or a discount) and for others (e.g., charities) based on their sense of power (Choi et al., 2017). Intentionally distorted communications misrepresenting tourist consumption experiences in the form of exaggerated eWOM (too positive or too negative) have also been labeled as fake reviews (Baker & Kim, 2019; Harris et al., 2016). Fake and exaggerated reviews undermine the credibility and trustworthiness of the reviews as a whole (Zhang et al., 2016) and co-destroy value for all actors involved (Baker & Kim, 2019) such as tourists, tourism firms, and platforms.

Epilogue

The rapid development of web 2.0 applications has empowered tourists and allowed them to engage with tourism providers and other tourists. However, TE is not confined to the service encounter but extends to the pre and post-encounter stages of the tourism service consumption process (Tsiotsou & Wirtz, 2015). In

the post-encounter stage, tourists are creating a large number of online reviews about tourism services such as hotels, travel services, restaurants, and museums. Online reviews posted by tourists on websites, social media, and third-party sites are technology-mediated interactions with tourism firms and/or other tourists, reflecting a high level of engagement. TE in the form of online reviews may create or destroy value in the tourism ecosystem. The proposed framework, ValCOR provides an understanding of how value is created through online reviews for the writers, other tourists, and tourism firms while it considers the catastrophic role of fake reviews on value creation. Moreover, the proposed framework assists in identifying research gaps in the extant literature. Thus, the chapter identifies some directions for future research. The proposed framework shows that the motives and benefits acquired by tourists for posting a review are a well-researched area.

However, online reviews research is evolving and will continue to progress in the coming years. Therefore, it becomes imperative to understand how this form of engagement may benefit or harm the actors involved in the tourism ecosystem. To this end, comprehensive conceptual frameworks are needed to explain the value creation/destruction process in high-engagement contexts such as online tourism reviews. Recently, Tsiotsou (2021) has proposed an integrative framework combining relational dialectics with the SDL service ecosystem view in explaining value co-creation/destruction in the social media ecosystem. Her approach may provide valuable insights into how value can be created/destroyed via online reviews in general and in tourism in particular.

Moreover, several online platforms have recently introduced a new feature that further increases TE because it allows the uploading and attachment of pictures/videos to reviews. As a result, research is required to understand the motivations and benefits that review writers gain from uploading rich media, given that they need to sacrifice more time and effort in preparing, selecting, and providing this material. Tourism research shows that posts with photos tend to attract more attention from other consumers on social media (Kwok et al., 2015). Thus, research is needed to understand how rich media with positive or negative content reviews create and/or destroy value for the writers, other tourists, and tourism businesses.

In order to have a complete profile of the review writers and their credibility, online review platforms are requiring more information about their travel experiences (e.g., cities and countries visited), which, when combined with the uploading of rich media, may raise data protection and privacy concerns. Thus, future research should examine how and when rich media in online reviews may destroy value for the review writers.

The online ecosystem in tourism involves multiple actors such as the review writers, other tourists, firms, third-party platforms, robots, and advertisers, requiring broader conceptual approaches (Tsiotsou, 2021). Moreover, more empirical research is needed to advance our knowledge in how all these actors, through their engagement, integrate resources to co-create/destroy value in tourism (Tsiotsou, 2021). Furthermore, the rise of robot use in tourism services leads to several questions: how tourists' engagement with robots will influence their motives and their review posting behavior and content? How do reviews about experiences and engagement with tourism robots affect value creation/destruction for other tourists and tourism firms?

Given the prevalence of fake reviews and reputation scandals, more research is needed to understand consumer perceptions of trustworthy and untrustworthy content in online reviews (Filieri, 2016). As the online tourism ecosystem involves multiple actors, future research should focus on the impact of fake reviews on all these actors and the mechanisms/measures they use to deal with them (e.g., report, take legal actions, or ignore) and secure their trustworthiness. Moreover, the interplay between real/fake reviews and positive/negative reviews in creating/destroying value in tourism is another interesting research avenue.

Due to social distancing restrictions, several tourism services are offered virtually (e.g., virtual tours to museums or destinations). Research is needed to understand online review behavior and similarities/ differences in online reviews after virtual tourism experiences.

Tourists from various countries and cultures write online reviews about tourism services. However, limited

research has examined cultural differences in this context (Tsiotsou, 2019). Thus, both conceptual and empirical research is needed into the role of culture on the motives, moderators, volume, valence, and type of reviews (real vs. fake) posted by tourists to shed light on this crucial area in tourism. Furthermore, cultural differences should be examined in relation to other tourists who read the reviews and how they perceive and react to the various types of reviews, valence, and volume. Moreover, cross-cultural research is needed to understand tourism firms' reactions and value creation/destruction processes in the online review context.

In sum, as online reviews in tourism evolve, the topic will continue to spur research interest because it is important to both academics and practitioners. This chapter provides some insights into the phenomenon and identifies valuable future research directions.

Written by Rodoula H. Tsiotsou, University of Macedonia, Greece
Read Rodoula's letter to future generations of tourism researchers

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98. THE LONGEVITY AND ALIGNMENT OF A TOURISM FACT - Contributions by Christine Vogt

Our individual and collective pursuit of knowledge comes from many pathways. Epistemology and scientific methodologies are two elements of a scientific pathway that influences knowledge. The scientific review process and our collective ownership of knowledge are additional pathways that shape knowledge. These are the pathways that I am most familiar with as a tourism researcher. My own career research program and teaching to students and professionals have been instrumental in my intake of knowledge, creation of knowledge, and sharing of knowledge with others. In my teaching, I have been careful to illustrate that knowledge is a collective asset; formed by and used by people, therefore subject to change.

We are currently in a pandemic and experiencing shifting politic power around the globe. Knowledge is being demanded by society, particularly decision-makers; but knowledge is also being reframed or reformulated to fit social agendas. The actual definition of and application of concepts such as facts, truth, and knowledge are being challenged. In my own teaching of research as a process that produces knowledge, I often avoid the concept of fact or truths as a way of emphasizing facts are created and agreed upon by a collective. The shelf life of a fact ranges from short-lived to enduring as facts are tested, contested, and forgotten over time and context.

What is.....

Fact: information as evidence to support a claim. Words, pictures or numbers that are known or proven to be true.

Truth: propositions that are found or believed to be true (and not false).

Knowledge: an individual holds information and skills acquired through experience or education. Scientific knowledge is generated through theoretical or practical understanding of a subject.

Illustration of facts

As I was thinking about writing this essay on knowledge, I happened to see a play titled "The Lifespan of a Fact" by Jeremy Karaken, David Murrell, and Gordon Farrell that is based on the book by John D'Agata and Jim Fingal of the same title published in 2012. The subject of the play is a draft document that has been written by an experienced journalist for publication. Before the document can be published, the editor asks an intern to fact-check the writing so that the media company is protected from any false claims made by the journalist. The written document is a reflective piece, an essay, rather than an article – something emphasized in the play. The author of the piece is writing creatively with facts about an event that actually

happened. He starts with evidence about an event (a suicide at a tourism attraction in Las Vegas, Nevada) but then writes more loosely to add perspective and interpretation; even self-reflection about suicide. The intern has been assigned to fact-check and sees the writing as an article with every statement being citable – or tied to a fact. The dialogue of the three actors around the testing of facts (not necessarily editing) demonstrates the crux of what is knowledge and how facts are conveyed in writing.

Here in lies the crux of what is knowledge – is it evidence that can be checked and is accepted by many (an emphasis on experts) or is it an embellishment of evidence that tells a relatable story. The original essay of the play, titled "What Happens There", was initially rejected by a popular literary magazine because the content did not align with standards that protect facts in publishing. Like academic journals, inappropriate or incorrect representation of data in our creation of knowledge is not welcome and is to be noticed by editors and reviewers. Intentional misrepresentation of data is not acceptable; unintentional embellishment of evidence is where we show our vulnerabilities.

Scholars of tourism knowledge

As tourism scholars we commit to uncovering new knowledge about travel and transportation, destinations comprised of residents and hospitality providers, and travelers' and tourists' experiences of a place different than home, to name a few subject areas. Our research and writings are a collective body of knowledge that uses citations and references as a way of addressing scientific facts that we ourselves manage in research studies and share in our fields and disciplines. When we conduct a literature review and draw upon the scientific knowledge of others, we are deciding the disciplines, journals, and time period to draw from, but ultimately a fact-checker (initially an editor and the reviewers, after publication the field of scholars) judges the quality of the evidence, as considered to be facts, truth, or knowledge.

Early tourism scholars saw the connectivity of tourist behaviors, destination planning and development, and community engagement to established disciplines such as psychology, sociology, anthropology, and geography (Jafari and Ritchie, 1981). New knowledge about tourism emerges using established theories and heuristics from established disciplines often at the cost of tourism lacking its own disciplinary identity (Tribe, 1997). Facts or statistics that support tourism knowledge may not have a long lifespan in terms of their usefulness (Butler, 2015), but instead they provide knowledge transfer and alignment to the tourism industry. Our writing is purposeful for academic sakes too. We create knowledge for our students by way of the textbooks we write, the content we teach, and the less-formulated ideas that draw graduate students into our programs to ponder and ultimately write their thesis or dissertation. The theories and heuristics that scholars continue to create or build upon are one of the most important legacies to the body of knowledge. Another legacy is our will to work and share collectively as illustrated in [Kajsa Åberg's drawing on knowledge](#) in this publication and the overall team of women scholars who provided sage wisdom and direction to others.

Written by Christine Vogt, Emeritus Professor, Arizona State University, United States

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99. IDENTITY TOURISM AND COMMERCIAL NATIONALISM - Contributions by Leanne White

Introduction

Having retired from academia recently, I now go by the title of 'independent researcher'. I worked at Victoria University from 2004 until 2020. Prior to that, I worked at Monash University. I taught at universities in Australia for approximately 35 years. I have taught undergraduate and postgraduate students at local and overseas campuses, coordinated undergraduate and postgraduate programs, supervised doctoral and other postgraduate research students, published extensively in books and journals, delivered expert commentary, presented at national and international conferences, and developed extensive research and teaching networks locally, nationally and internationally. I would like to thank the editors of this important book for inviting me to be a part of it.

Background

I was born and bred in the inner Western suburbs of Melbourne. Almost all of my education has taken place in Melbourne's West. I attended Ascot Vale West Primary School, Flemington High School, Footscray Institute of Technology then later Victoria University of Technology (both of which eventually became Victoria University). I was awarded the best final year Arts student along with the inaugural student of the year award at Footscray Institute in 1985. My first experience of teaching at university level occurred when I was just 24 years of age. I am certainly a product of Victoria University through and through. My late father (Ron White) and I were heavily involved in the Centenary Celebrations in 2016 as Dad had taught at Footscray Technical College in the 1940s. The university were keen to launch the Centenary with an intergenerational father/daughter type of success story (refer Figure 1).

Figure 1. My father (Ron White) and I with Former Victoria University Vice-Chancellor and President, Professor Peter Dawkins.

Growing up in Melbourne's western suburbs has enabled me to fully understand and appreciate the significant hurdles and difficulties faced by disadvantaged students. It hightened my understanding of the imbalance that exists for many, in terms of cultural capital and opportunities in life. Over the years, I have had significant experience in working with staff and students whose first language was not English. While it is difficult to quantify the exact level of this experience, I would hazard a guess that almost half of the students I have taught over the years might fall into this category. I believe that attending primary and secondary schools with significant multicultural diversity helped me to empathise with people from all walks of life and make a genuine connection. I have also taught university students in Bangladesh, China, Hong Kong, Malaysia, Myanmar and Singapore when undertaking offshore teaching for Monash University and Victoria University.

When the time came to undertake higher education, I chose to the nearby Footscray Institute of Technology. I completed a Bachelor of Arts with Distinction majoring in Australian Cultural Studies, Politics and Literature. My first significant research thesis was undertaken in when I was a final year Arts student. The thesis was entitled, 'The Selling of Australia' and it examined Australian nationalism in advertising. This research topic is one that I have refined, developed and made my own since that time.

Following my undergraduate degree, I completed a Graduate Diploma in Education at La Trobe University. Following that, I completed a Bachelor Education on a part-time basis while teaching and working in public relations. While undertaking the Bachelor of Education, I wrote 'The Man from Snowy River: A Structuralist and Semiotic Analysis'. The research thesis examined the structural relationships between the popular

poem, film and novel. I adapted this work and later updated it for a *Tourism Review International* journal article (White, 2009). While at La Trobe, I submitted another major research thesis entitled 'Sale of the Century: A Success Story'. The thesis was a close textual analysis of the long-running Australian television quiz show.

With these teaching qualifications under my belt, I came back to Victoria University of Technology (as it was known at the time) and completed a Master of Arts research thesis on a part-time basis while working as a university lecturer on a sessional basis. For the Master of Arts studies, Professor John Sinclair was my sole thesis supervisor. The thesis was entitled 'Commercial Nationalism: Images of Australia in Television Advertising' and closely examined more than 100 television advertisements which were aired during Australia's Bicentennial year of 1988. This research was described by Professor John McLaren in his book *Not in Tranquility: A Memoir* as "pioneering work on the images of Australia in television advertising" (McLaren, 2005: 229). Some of the work from this thesis was later published as a chapter in a book about how national days are celebrated around the world (White, 2004).

Like many academics and researchers, my most significant piece of writing was my doctoral thesis. The thesis – 'Official and Commercial Nationalism: Images of Australia at the Sydney 2000 Olympic Games' – examined Australia's national identity. The thesis explored national imagery presented at the Sydney 2000 Olympic Games. It examined how images of Australia and Australians, along with the concept of Australianness were marketed by various people involved in staging the global event. Meanings conveyed in the presentation of Australian signifiers were explored through examining the discourses of official nationalism and commercial nationalism.

The thesis examined similarities and differences that exist between the official discourse on nationalism (principally generated from the federal government or government departments via public events and advertising campaigns) and commercial nationalism – the brand of nationalism generated by private organisations or the adoption of national signifiers in the marketplace. Understanding the complex relationships and interconnections between these two discourses of nationalism further developed earlier studies which identified commercial nationalism as a subject worthy of analysis. My thesis both applied and refined the concepts of official nationalism and commercial nationalism with reference to the presentation of Australian images generated prior to and during the decidedly significant event that was the Sydney 2000 Olympic Games.

Some of the comments made by one examiner included: "This is a well-structured and original thesis and examines Australian identity and representation from a fresh perspective" and "This is a well-written thesis supported by an appropriate literature review and an effective analysis of the previous research on the subject. The great strength of this innovative thesis is that it points to the value of comparative study of major celebratory events – including both Opening and Closing Ceremonies – on the evolution of imaging and branding in Australia". Some of the comments made by the second examiner were: "I found this to be a well-researched and clearly written thesis that efficiently and effectively balances a large amount of necessarily detailed information with analysis and interpretation" and "Overall, I found this to be a well-conceived PhD thesis topic, well carried out and persuasively argued, constituting a valuable original contribution to knowledge in the field".

While my doctoral thesis examined national imagery and the Sydney 2000 Olympic Games, some of my other publications also examined and discussed various national commemorative events such as Australia's Bicentenary in 1988, Australia Day, Anzac Day, Melbourne Cup Day, Lunar New Year along with events commemorating prominent disasters.

Research Interests and Collaborations

My research interests have extended to a range of topics. They include commercial nationalism, national

identity, Australian popular culture, national events, advertising, destination marketing, cultural tourism and dark tourism. However, my long-standing research interest (since the early 1980s) has been focused on destination branding, national identity and commercial nationalism.

I have published around 60 book chapters or journal articles. I have edited or co-edited six books. These publications will be discussed in further detail shortly. My research is enhanced by collaborative work with colleagues in Australia and internationally. These collaborations have included co-authored publications with: Associate Professor Elspeth Frew, Dr Ajay Khatter, Alvin Liau, Professor Brian King, Dr Matt Harvey, Dr Alan Pomering, Professor Philip Stone, Dr Nick Economou, Professor Justin Oakley and Dr Daniel Leung.

Publications

Books

There's possibly no better enduring legacy of your research output than writing or editing a book. I have always been attracted to the idea that future researchers can walk into a library and borrow a book that I have written, edited or been a part of. In editing these books, I have had the pleasure of working with many colleagues from around the world. I have been able to collaborate with others along with encouraging and mentoring. Being an editor of a book with as many as 30 contributors also requires significant leadership, management, advocacy and diplomatic skills.

I have been the editor or co-editor of six research books. Four of the books are with Routledge, one is with Palgrave Macmillan and one is with Channel View. I edited *Commercial Nationalism and Tourism: Selling the National Story* (2017) and co-edited *The Palgrave Handbook of Dark Tourism Studies* (2018), *Advertising and Public Memory: Social, Cultural and Historical Perspectives on Ghost Signs* (2017), *Wine and Identity: Branding, Heritage, Terroir* (2014), *Dark Tourism and Place Identity: Managing and Interpreting Dark Places* (2013), and *Tourism and National Identities: An International Perspective* (2011). My six edited books are shown here (refer Figure 2).

Figure 2. My six edited research books.

Tourism and National Identities: An International Perspective

My first co-edited book was published by Routledge (Frew and White, 2011). The book contains 17 chapters and explores the multiple ways in which aspects of tourism and national identities intersect, overlap and traverse. Elspeth Frew and I decided to create this volume because the interconnecting area of cultural tourism and national identity had been largely overlooked in the academic literature. This complex relationship between the two domains (and indeed, the multifaceted strategies used to define that relationship) was a subject worthy of considerable analysis. The volume strengthened our connection with national identity and cultural tourism research in the eyes of the international community of scholars.

The book explored the relationship between tourism and national identities and the ways in which cultural tourism, events and celebrations contribute to national identity. By understanding tourist destinations through the lens of national identity, the tourist may develop a deeper appreciation of the destination. Also, tourism marketers and planners might be better equipped to promote and manage the destination – particularly when it comes to the expectations of the potential visitor. The book examined core topics critical to understanding this relationship including tourism branding, stereotyping and national identity; tourism-related representations of national identity; tourism site management; and the relationship to cultural tourism. The volume looked at a range of international tourist sites and events, combines multidisciplinary perspectives and international cases to provide a thorough academic analysis. Written by an international team of leading academics, the book has generated significant interest for students, researchers and

academics in tourism and related disciplines such as events, cultural studies and geography. The book and our chapters have been cited approximately 110 times.

Dark Tourism and Place Identity: Managing and Interpreting Dark Places

Two years later, I again collaborated with Frew, on an edited volume about dark tourism (White and Frew, 2013). The book provides a significant study of the motivation; destination management and place interpretation of international contemporary and historic sites associated with death, disaster and atrocity and their association with tourism. The book examined the physical and intangible legacies of historic and contemporary dark tourism sites. It explored the contribution such sites make to place identity. By understanding dark tourist sites through the lens of place identity, the tourist may develop a deeper appreciation of the destination. The volume provides a composite model for discussing place identity and dark tourism that advances current understanding of these two areas.

Understanding dark tourism sites may help planners and destination managers develop a better understanding of the most appropriate way to commemorate sites associated with incidents of accidental or violent death. From a social and cultural perspective, the examination of these sites provides a better understanding of the complex connections between people, events and places, including appropriate interpretation at a sensitive site. The respectful interpretation of these dark tourism sites may help to create a place where visitors can pay their respects to those that have died, and better understand past events within the context of the site and indeed the wider community or nation.

Visits to sites of significance play an important part in place identity (including national identity). This book provides a range of case studies to illustrate various aspects of dark tourism and place identity through the lenses of visitor motivation, destination management and place interpretation. The book served to embed our names as dark tourism researchers and has now been cited more than 200 times. The publication is currently my most cited work.

Wine and Identity: Branding, Heritage, Terroir

For my third edited research book, I collaborated with Matt Harvey and Warwick Frost to edit a volume about wine and identity (Harvey, White and Frost, 2014). The book explored the numerous ways in which wine and identity intersect and overlap. Wine and identity have broad appeal due to the opportunity to become involved in new wine experiences. Individuals might travel to a range of wine destinations and have a variety of experiences reflecting aspects of their identity. When visiting such destinations or experiencing such events, visitors receive messages from the creators of the sites. These sites of significance, presented as aspects of wine heritage, help to shape a common wine identity, or 'imagined community' among a diverse population.

The interconnecting areas of wine and identity (with a particular focus on aspects of branding, heritage and terroir) have been largely ignored in the academic literature. The complex relationship between the two domains (and indeed, the multifaceted strategies used to define that relationship) was explored in the book. By understanding wine destinations through the lens of identity (be it local, regional, national or other), the visitor may develop a deeper appreciation of the wine experience. In addition, wine marketers and planners might be better equipped to promote and manage the wine destination – particularly in relation to the expectations of the potential visitor. The book and our chapters have been cited more than 50 times.

Advertising and Public Memory: Social, Cultural and Historical Perspectives on Ghost Signs

My fourth book with Routledge was a collaboration with co-editors Stefan Schutt and Sam Roberts on historic advertising signs (Schutt, Roberts and White, 2017). The volume was the first scholarly collection to explore the type of urban ephemera commonly known as 'ghost signs' or sometimes 'fading ads' or 'brick ads: the fading remains of painted advertising signage on walls and hoardings. The topic of ghost signs has garnered significant popular interest in recent years across the globe, especially since the advent of social media and mobile devices with cameras, which have allowed thousands of amateur historians and

photographers to document and discuss the signs. Reflecting the burgeoning popular appeal of ghost signs, the book investigates the social, cultural and historical dimensions of this interest through a range of perspectives: from that of the historian, social media academic, archivist, heritage practitioner to the signwriter.

Commercial Nationalism and Tourism: Selling the National Story

In the same year, my edited volume with Channel View was released (White, 2017). The aim of the book was to show how particular narratives are woven to tell (and sell) a national story. By deconstructing images of the nation, one can closely examine how national texts create key archival imagery that can promote tourism and events while at the same time helping to shape national identity.

The topic of 'commercial nationalism' (the use of national signifiers to sell products or services, and the selling of the national story for purposes such as tourism) is both interdisciplinary and of international importance. The concept engages with a wide range of research areas including tourism, events, hospitality, marketing, history and cultural studies. The complex relationship between commerce and the nation has attracted the interest of scholars in recent years.

The aim of the book was to demystify the ways in which the nation has been imagined by key organisers and organisations and then communicated to millions. The meanings conveyed in the presentation of signifiers of nation were investigated. The edited volume investigates the concept of commercial nationalism as it relates to the presentation of national tourism stories and campaigns, along with key national events. The book explores the relationship between state appropriation of marketing strategies and the commercial use of nationalist discourses.

Many of the chapters in the book take the commercial nationalism discussion to another level. They reinforce the critical intersecting domains of commercial nationalism and tourism and highlight the importance of understanding this connection for researchers, tourists, destination managers and a range of other key stakeholders. The book was an important one for me to edit as it built upon two earlier books discussed above – *Tourism and National Identities: An International Perspective* and *Dark Tourism and Place Identity: Managing and Interpreting Dark Places*. The purpose of this book was to narrow the focus of study to commercial nationalism while broaden the discussion of national identity to encompass both tourism and events. The aim was to address the void that exists in the discursive space where commercial nationalism and tourism intersect. When tourists visit a country, they encounter many forms of commerce and nation with occasionally intersect.

Gaining an improved understanding of commercial nationalism is a meaningful pursuit. Integrating such an undertaking with links to national stories, tourism branding and events adds significantly to the innovative nature of the book. The linking of the significant issues of commercial nationalism and tourism had not been investigated before to such a degree. From a social, cultural, political, economic and historical perspective, the book helps us gain a deeper level of appreciation and understanding of the complicated connections across the globe between people, places, products and services.

The Palgrave Handbook of Dark Tourism Studies

My sixth edited book was a co-edited dark tourism collaboration (Stone, Hartmann, Seaton, Sharpley and White, 2018). The book aimed to be the definitive reference text for the study of dark tourism – the contemporary commodification of death within international visitor economies. Shining a light on dark tourism and visitor sites of death or disaster allows us to better understand issues of global tourism mobilities, tourist experiences, the co-creation of touristic meaning, and 'difficult heritage' processes and practices.

Adopting multidisciplinary perspectives from international authors, the book comprises 30 chapters in themed sections. Combining 'real-world' viewpoints from both industry and the media with conceptual underpinning, the book offers comprehensive and grounded perspectives of 'heritage that hurts'. The

book adopts a progressive and thematic approach, including critical accounts of dark tourism history, dark tourism philosophy and theory, dark tourism in society and culture, dark tourism and heritage landscapes, the 'dark tourist' experience and the business of dark tourism. The book has been cited nearly 100 times and is my second most cited work.

Book Chapters

Along with the research legacy of books, I have also been motivated to contribute chapters in books for the same reason. I like the idea that researchers can flick through a book in a library and come across your work. That's certainly how I came across many writers whose work I admire. Of course, your work needs to be able to be found in the online world as well. I make sure this happens by uploading my publications to sites such as Academia.edu.

One of the joys of writing book chapters is that you come to know and work closely with many like-minded researchers by being part of their book. Sometimes they have also contributed to the books I have edited. Occasionally, there is the great pleasure of meeting these colleagues face to face. Since 1999, I have been the author or sometimes co-author of 42 book chapters. Many of the books I have chapters in are shown here (refer Figure 3).

Figure 3. Books where my chapters have been published (not including the six books discussed above).

These book chapters have covered a range of topics including commercial nationalism, destination marketing, festivals and events, tourism and sport (particularly the Sydney 2000 Olympic Games – the topic of my doctoral thesis), tourism and national identity, dark tourism, food and wine tourism, heritage tourism, social media and tourism, hospitality and tourism, along with research methods in tourism. While space precludes expanding on of these chapters, I would like to focus briefly on a small sample.

My chapter entitled 'Facebook, friends and photos: A snapshot into social networking for generating travel ideas' (White, 2010) has been cited on 86 occasions so far. More than a decade after the chapter was written, Facebook remains the most popular social networking site in the world. The chapter examines travel photos posted some individuals on the platform.

Digital photography has clearly changed the way we experience (and share) our life experiences (including travel). The Facebook chapter undertook a 'snapshot' or glimpse into social aspects of tourism informatics with specific reference to the travel photographs posted on the popular site. The aim of the study was to begin a dialogue about the use of travel photos on this social networking site.

Tourism is experienced in a highly visual manner and there remains a need for further research in this area. The chapter explored how the photographs taken, displayed and recorded on Facebook reinforce the travel experience for the tourist; and furthermore, how these images might influence the travel decisions of those who view the photos. Wider implications resulting from this type of research for the future development of tourism, including associated review sites, were explored.

The study found that images and words projected by Facebook users can play a role in the way a particular destination might be perceived by others. New impressions of a destination may have been gained by those who viewed the photographs. These perceptions will obviously vary depending on whether the viewer of the photograph has also travelled to that destination.

Images communicated via social media play a part in the overall promotional package that can work to either reinforce or revise the travel experiences of the viewer. In the highly democratised world of the Internet, one person's travel snapshots can very easily become part of another person's travel plans. As around 350 million photos are currently uploaded each day to this popular social networking site, the significance of one person's Facebook vacation photos as a form of travel recommendation should not be underestimated.

One of my earlier book chapters was 'The Bicentenary of Australia: Celebration of a Nation' (White, 2004). This chapter emerged from research undertaken in my Master of Arts research thesis undertaken in the early 1990s. The chapter explored the ways in which the nation-state decided to celebrate its existence on January 26, 1988. The federal government established the Australian Bicentennial Authority to coordinate events.

The chapter also explored the other times in Australia's history when similar celebrations took place: 1838 – 50 years since the establishment of a penal colony at Sydney Cover at which the British flag was unfurled; 1888 – a forerunner to the Tall Ships, a Centenary celebration on Sydney Harbour; and 1938 – a Sesquicentenary celebration opposed by the Australia's Indigenous community. While the event was enjoyable and memorable for many, I concluded that Australia still had a long way to go before resolving many of its (mainly racial) issues. As I write this chapter in 2022, little has changed.

The chapter was the first of many where I explored issues of national identity and commercial nationalism. The National Australia Day Council has referred to the chapter on their website when providing information about Australia's Bicentenary. The book chapter is also my second most cited after the Facebook one just discussed.

One of my most recent chapters was a contribution a research methods handbook (White, 2018). The chapter examined how semiotics, structuralism and content analysis – key qualitative and quantitative research methodologies – can be applied to research in tourism and hospitality. The strengths and weaknesses of these approaches is explained in the chapter.

Applying methodologies such as semiotics, structuralism and content analysis to a text in tourism research can enable the researcher to place the data contained into mutually exclusive categories. In considerably 'rich' texts such as a television advertisement, the total number of shots and the average number of shots per second can prove interesting aspects to code, as it provides useful quantitative information about the advertisement.

Semiotics is a valuable methodology for undertaking a close analysis of a particular text – whether that be a particular shot in a television program, a specific scene, a web site or an advertisement. On the other hand, content analysis can perform analysis over a larger sample and thus detect similarities, differences

and possible trends. When semiotics meets content analysis, we can interpret key features of the text and measure the frequency of the specific phenomenon under investigation. I argued that these combined research tools (qualitative and quantitative) could be applied to data as they provide a rich base from which to undertake a close and thorough analysis in the domains of tourism and hospitality.

My husband reads over my work as it is always good to have another pair of eyes check my writing. He is an excellent proofreader and will often pick up on typographic errors and other mistakes that I have overlooked. I also like to include a photo of him in my publications. Here is a photo of the two of us (refer Figure 4).

Figure 4. Clarke Stevenson and I.

Journal Articles

In the academic world, you are only as good as your last refereed journal article. If you want to get ahead or get promoted, publishing in high-ranked journals is vital. Peer reviewed journals are places where an academic or researcher must situate their work. As such, I have been the author or co-author of 18 refereed journal articles.

These articles covered a range of topics including commercial nationalism, hospitality and tourism, destination marketing, dark tourism and identity tourism. I would like to focus briefly on a couple of these papers.

My article entitled 'Cathy Freeman and Australia's Indigenous Heritage: New Beginning for an Old Nation at the Sydney 2000 Olympic Games' (White, 2013), has been cited on 25 occasions. The paper explores the interconnections between Australia's most significant sporting event, the Sydney 2000 Olympic Games,

and Australia's Indigenous culture and heritage. At this historic moment for the nation, Aboriginal Australian athlete Cathy Freeman came to embody Australia's possible future. The paper examined representations of heritage and identity at the of the Sydney Games and how these images were played out in wider discussions about the future of the Australian nation state.

The choice of Cathy Freeman was widely considered the 'right' choice and served to emphasise the highly considerable indigenous themes throughout the Opening Ceremony. The emphasis on indigenous culture continued during the Games and into the Closing Ceremony in a way that was partly orchestrated and partly developed a life of its own due to the actions of particular individuals. The Sydney Opening Ceremony was a significant moment for many Australians and pointed the way for how the nation might present itself to the international community in the new millennium.

A more recent journal article on my signature topic of commercial nationalism was written about Qantas (White, 2018). An analysis of images of Australia in Qantas television advertising was undertaken in the paper. The phenomenon of commercial nationalism was investigated through a close textual analysis of Qantas advertisements broadcast on television between 1987 and 2017. The advertisements were examined by undertaking a semiotic analysis. The research methodology also combined shot combination analysis and a reading of the visual and acoustic channels of the advertisement.

Some of the frequently used Australian signifiers identified in television advertising of commercial nationalism included: the Australian flag; extensive use of Australian colours – red, white and blue, along with green and gold; the Australian landmass in its many stylised forms; images of various Australian landscapes – particularly rural and outback; Australian landmarks – especially the Sydney Harbour Bridge and Uluru; the friendly but laconic Australian who gives everyone a 'fair go'; black and white as well as sepia-toned images from the nation's historic archives such as the Gallipoli landing, cricketer Don Bradman and racehorse Phar Lap; and images depicting Australia's history of natural devastation as evidenced by bushfires, drought and flood.

In examining key Qantas advertising campaigns, the regular use of commercial nationalism was explored. As an organisation, Qantas has sung loudly to the tune of commercial nationalism in the past. Now that the worst of the global pandemic appears to be behind us, Qantas will surely be heard singing the praises of the nation for the benefit of their cause in the future. It is in their clear commercial interests to do so.

Research Impact

Having published widely, I continue to regularly review journal articles and examine PhD theses. I am now at the stage of my research career where colleagues are approaching me to collaborate with them as my work is becoming more widely known and cited. My research has been cited more than 900 times. I have an h-index of 15 and an i10 index of 19. The work I have done on dark tourism has been cited most frequently. My Academia profile currently has me ranked in the top 1% of total page views. This is a welcoming situation and an indicative measure of my academic esteem. My research has contributed to my own research profile as well as that of the universities that I have worked for.

I have provided expert commentary to a wide range of media outlets (including national newspapers and international radio) for many decades (refer Figure 5). I am aware that universities like to promote their experts and academics to journalists. I believe it is important to comment publicly on issues if the individual has the expertise. This obviously benefits the wider community, the university or institution and the individual staff member.

Figure 5. Outside the ABC building in Melbourne after proving expert commentary on the topic of dark tourism with colleague Elspeth Frew.

I first began writing for media outlets and editing magazines and newsletters in 1980. I quickly discovered that newspapers would publish (almost word-for-word) my letters to the editor, articles and essays if they were well-written and topical. Over many decades I have continued to write articles for media outlets and provide expert commentary.

As I have worked in a public relations capacity, I incorporated this rich industry experience into my research and teaching. I have written advertisements, speeches, edited newsletters, organised community meetings and festivals, written media releases and undertaken many other duties in terms of marketing education and government bodies to the wider community. This confluence of experience has been invaluable and continues to influence the way in which I disseminate information today. As a public intellectual and academic citizen, I also know the value of being able to market myself. I have had a long-standing commitment to the importance of ensuring that my teaching and research activities are widely communicated through outlets such as academic journals and books. Equally important is the ability to disseminate information via newspaper articles, expert commentary and other forms of media coverage – including social media. These issues will be taken up further in my letter towards the end of this book.

Written by Leanne White, independent researcher, Australia
Read Leanne's letter to future generations of tourism researchers

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100. TOURIST PARTICIPATION IN THE SOCIAL MEMORY OF THE GREAT WAR - Contributions by Caroline Winter

After the Great War of 1914-1918, society promised to remember the dead forever. A fundamentally important decision made by Britain's Imperial War Graves Commission, was to refuse repatriation of the dead, and to bury them on the battlefields, close to where they had fallen. This created a memorial extending across the old trench lines (Laqueur, 1994), and has formed the basis of social memory and battlefield tourism for a century (Figures 1 and 2). The fields of battle and the cemeteries, together with a number of monumental national memorials, have become central to a well-developed tourism industry that began in the 1920s, and continues to the current day. Most battlefield visitors then, are by definition, tourists, with the majority originating from Europe (especially the Netherlands, France and Belgium), Britain and her former 'Dominion' countries such as South Africa, Australia, New Zealand and Canada.

The overarching question guiding my research has always been: How have tourists helped to keep society's promise to remember the dead? I have located most of my research on the Western Front in the areas of northern France and Belgium that were held by the British forces. I have a personal affiliation with the Pozières, a small village that was central to the Battle of the Somme fought in 1916, and I have applied my studies to this village when it was theoretically appropriate. I have not attempted to interpret the sensitive topic of remembrance for societies for which I am not familiar, including Germany, France and Belgium.

Like many battlefield researchers, I participated in remembrance ceremonies whenever I could, and walked and cycled my way around many military cemeteries and memorials on the Flanders and Somme battlefields, with one visit to Verdun. Initially I adopted quantitative methods, which was a relatively new approach to the field of memory studies, with most work in tourism and history on the subject of the war being qualitative. This research approach allowed me to survey larger numbers of tourists at museums in Fromelles, Passchendaele (Winter, 2018) and on the Somme (Winter, 2012), to measure and compare their motivations for visiting. I also measured tourists' site connections based on Timothy's (1997) model of family, local, national and global levels. The study of three memorials in France, Britain and Belgium demonstrated that placement of votives is partly dependent on the personal and national connection of the visitor with the dead (Winter, 2019a).

Visitor books from the military cemeteries formed one of the main data sources for my research, and it allowed me to analyse unsolicited comments from tourists at many large and small, widely dispersed sites. I was fortunate to be given access to visitor books dating back to the 1920s at the American cemetery at the Meuse-Argonne in France (Winter, 2020). In order to understand how early memorialization on the Western Front may have begun, I used literature from studies of Ground Zero in New York after the 2001 terrorist attacks, which suggested there may be some similarities in remembrance practice across the century (Winter, 2016a).

Figure 1. Pozières British Cemetery, France

Figure 2. Morchies cemetery, France.

Tourists are integral to social memories of the Great War

The main contribution of my research has been to link tourism with Halbwach's theory of social memory, and Jay Winter's (1995) extension of memory to the Great War. Prior work on battlefield visitors tended to be taken from an historical perspective (Jay Winter, 1995), typically with a national focus (Slade, 2003), centred on pilgrimage, rather than tourism (Lloyd, 1998) and based on small, qualitative studies (Dunkley et al., 2011; Seaton, 2000). My initial conceptual paper, (Winter, 2009a) argues that tourists are integral to the stages of memory: articulation, selection, forgetting and rehearsal.

The ways in which tourism facilitates remembrance

In the village of Fromelles, France, I applied Weaver's (2000) model of how war can facilitate tourism development, to help understand the changes happening in the village due to rapidly increasing visitation following the discovery of a large, mass grave (Winter, 2014b). Similarly Anna Irimiás' (2014) study shows how tourism can facilitate remembrance in forgotten battlefields such as the Italian front. Tourist guidebooks have been instrumental in battlefield tourism, and to show tourism developments over the century, I compared the 1920 *Michelin Guide to the Somme* with the *Somme Tourisme 2016 Centenary Guide* (Winter, 2019b). The analysis showed how a battlefield itinerary has changed from a pre-determined circuit through destroyed villages (in the 1920s the battlefields were still being cleared and it was dangerous to venture off the roads), to one that the tourist can construct for themselves according to their own interest. One of my early papers (Winter, 2008) showed how the red poppy has been adapted further as a tourist marker in addition to its traditional role in remembrance (Iles, 2008). The red poppy appears on directional signage, especially in "Poppy Country" on the Somme, and in this case, was used in tourist brochures to indicate the touristic value of battlefield sites.

Identifying contemporary memory groups, motivations and connections

Halbwachs (1992) argues that social memory can only be created and maintained within groups, otherwise they will be forgotten. This also means that there may be as many different memories as there are groups, but typically, some memories will dominate, while others are marginalized. After the war, the presence of the dead on the battlefields resulted in these areas being regarded by many as holy places, which in turn, encouraged visitation in the form of secular pilgrimage. The two primary memory groups were families and the nation, and while their journeys to the battlefields were portrayed favourably as pilgrimage, tourists were seen as inferior voyeurs (Lloyd, 1998). My study of visitors in the city of Ieper (Ypres) (Winter, 2011b) found that today's visitors may engage in the behaviours relating to both pilgrimage and tourism at varying levels of intensity, but individuals cannot be neatly segregated as either pilgrim or tourist. The study supports work in religious pilgrimage, in showing that pilgrims and tourists engage in a range of similar activities, and may combine tourist entertainment, with intensely experienced commemorative behaviours.

Anne Hertzog (2012) shows how the development of battlefield tourism in the 1970s was driven by local French communities, with my work describing a range of community groups that support remembrance activity (Winter, 2015b, 2019b). Local people operate as "memory workers" (Winter, 2006), and my study of the Pozières village *Son et Lumiere* re-enactment found a number of interest groups including the local organizing association (*Digger Cote 160)*, the local community, actors, re-enactment groups, online interest groups and members of families and nations who attended as spectators. In 2018, I interviewed key local people who worked to create activities for the centenary commemorations (Winter, 2021b), including a local historian, an organizer from an historical walking group and the local Mayor. In Australia (Winter, 2014a, 2016b) I identified three main roles undertaken as memory work: those who visit memorials and perform acts of remembrance, those in formal and informal work such as historians, family custodians

and travellers. Comparison of the *Michelin* and *Somme Tourisme* guides illustrates the importance of interconnections between visitors and memory workers through tourism (Winter, 2019b) in the provision of hospitality services – cafes and restaurants, accommodation and tour guiding. At the same time, local people in the high profile city of Ieper need their own (non-war) lives, and my study shows how a range of interests groups co-exist (Winter, 2016d).

Identifying a global perspective to the Great War – Com-Memoration

One of the most important, and major changes that researchers are identifying, is the development of a collaborative European, and globalized perspective on the war. This has not diminished national significance, but rather, it has added a broader dimension to the kinds of groups involved in memory and thus to remembrance practice. This increasingly global view is evident in the 2016 *Somme Tourisme* guide (Winter, 2019b), and the analysis of visitor nationalities at military cemeteries (Winter, 2011a, 2015a).

Australia's position however, contrasts with this increasingly global perspective. Ian Knox and I (Winter & Knox, 2014c) analysed some of the 2014 centenary websites, illustrating how the *Centenary of Anzac*, distinguished Australia's narrow, nationalist view from all of the other nations that remembered the *Centenary of the Great War*. In a recent paper (Winter, 2021a) at the end of the centenary period, I argue that Australia is treading a path towards the creation of a "commemorative bubble", focused almost exclusively on a single site at Villers-Bretonneux. It can be further suggested that this is a state managed process of selection that may ultimately result in some battles being marginalized relative to other places.

Illustrating the processing of selecting and forgetting

Social memory involves selecting some facts and events, and prioritising them over others (which may be forgotten), and to illustrate the effect of the peculiarities of social memory in Australian society, I analysed the frequencies of major battles reported in newspapers and online, over the century. In the lead up to the centenary, smaller battles at Fromelles and Villers-Bretonneux were being given a high priority, because of recent events: the discovery of a mass grave at Fromelles, and expansion of the national memorial at Villers-Bretonneux. The much larger battles at Passchendaele and Pozières which had greater prominence in the decades after the war because of the high death tolls, are now being given less media space relative to these other sites (Winter, 2016c). Similarly, the disastrous campaign at Gallipoli has been elevated in Australia as an event that initiated the nation's creation. I argue that one reason for this may be that the Gallipoli battlefield more easily provides the nation with a definable geographic boundary (albeit one thousands of kilometres from the homeland), while the Western Front battlefields were shared with many other nations (Winter, 2011c), and thus less amenable to the requirements of nation building. At the Shrine of Remembrance in Melbourne (Winter, 2009b), I found that most visitors I spoke with had a low level of knowledge about major battles (such as Pozières), but were aware of Gallipoli.

Rehearsal of memory: Analysing the acts of remembrance

Over time, my work focused more intensely on "rehearsal", the specific component of social memory that requires a physical act, and which is known as remembrance. It is through this process in particular, that tourists are integral to social memory. Importantly, and unlike war memorials in the home countries, tourists are almost always present on the Western Front, and they are onsite with the dead. Together tourists interact with the dead and the features of the memorials in specific practices that have become ritualized over time. Analysis of the Tyne Cot Cemetery (Winter, 2015a) visitor books for the 2009 year reveal that close to half of the comments are written within a ritual lexicon, as a socially shared act of remembrance. So

too, tourists deposit votives at memorials, again in ritualized form, and which manifest society's century-old vow to remember the dead. The practice was evident at the cemeteries at Arras, Tyne Cot and Runnymede (Winter, 2019a) [Figure 3]. The importance of personal connections between the pilgrim and deceased, manifest in the placements, and the study concluded that in this way, society's promise to remember the war dead is continuing.

Conclusions

I began with a quantitative approach, but it has become evident, that while there is commonality of remembrance practice across the battlefields, every site is a distinct *place*, characterized by the history of the nations and military units that fought there, the death tolls, and innumerable factors of their current locations within a modern city, village or tourist destination. As a result, each site attracts slightly different combinations of tourist groups, each with their own connections and interests, a point identified by Poria, Biran and Reichel (2009).

After the war, the need for remembrance was a primary concern for societies that had suffered the mass death and wounding of a sizeable proportion of their younger population. While the traditional forms of remembrance remain a strong component of battlefield visitation, current generations have different views and needs of war memories. As always, the task of social memory research concerns questions about who creates and benefits from memory, and whose memories are forgotten.

Figure 3. A battlefield votive.

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101. IDENTITY THEORY - Contributions by Carol Xiaoyue Zhang

When reflecting on my contribution to the field, the question always centres around who I am as a researcher and whether the work I have carried out give me a clear academic identity. I hope my name can always be associated with the subject of tourism through my exploration of identity theories in international tourism. To help myself reflect on who I am as a researcher, I have drawn a reflexive contribution tree that identifies my key research contributions in which my theoretical assumptions and values are embedded. As shown in Figure 1, identity theory is fundamental for my contribution tree, which continuously nurtures my research.

In general, "identity" is fundamentally about who one is and what one believes; and the process of self-identification is always linked to the sense of belonging to a certain group (Schelesinger, 1987). Therefore, it has become an important term to understand social behaviours and practices. Indeed, the concept of identity provides the platform through which many tourism phenomena can be understood, such as cultural tourism, destination marketing, socio-cultural sustainability, group-based tourist behaviour, etc. For me, it is the diverse social categories or group-based identities that fascinates me to embark on research. As shown in Figure 1, my identity research is largely established on my research in two other disciplines, nationalism studies in political science and social identity theory in social psychology. These studies have later prompted me to extend my approach to include other group-based identities, including gender.
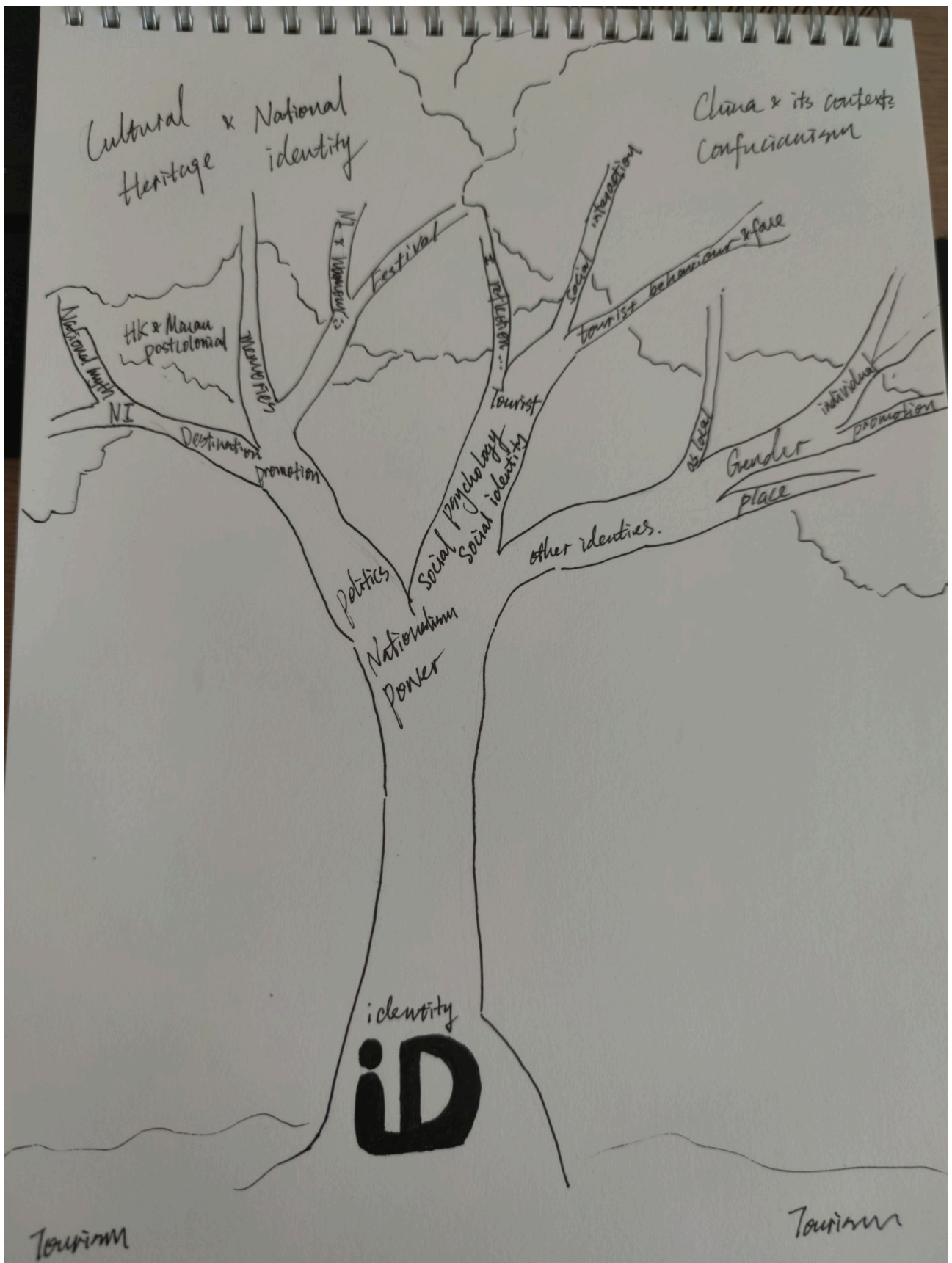
Figure 1. Carol's contribution tree (authored by Carol X ZHANG).

The first branch of the tree shows that my research is most strongly evidenced by my efforts in bridging

nationalism studies with tourism. This is indeed a growing but niche area in tourism as tourism is traditionally perceived as purely leisure activities, therefore devoid from politics. However, with the increase in populism and growing global debates on national identity, understanding nationalism in the international tourism context has become urgent and important. At first glance, tourism and nationalism seem an odd juxtaposition. However, there is growing acknowledgement that as tourism contributes to the building of distinct identities and destination competitiveness, it can be used to depict the sense of a nation. National identity-making in tourism, usually done through the (re)producing and maintaining of meanings associated with cultural heritage resources, inevitably involves power struggles, conflict and negotiations. To understand this politics behind tourism, I have shown how recent socio-political changes impact people and place. Specifically, my research has focused on the ongoing identity crisis in postcolonial Chinese destinations: Hong Kong and Macau.

My first investigation of nationalism and tourism was developed from my master's thesis at the Hong Kong Polytechnic University. By recognising the increasing identity conflicts in Hong Kong in early 2011, the study linked national myth concepts with tourism promotion. Through the semiotic analysis of promotional materials, the study demonstrated how post-colonial Hong Kong relies on myths that are grounded in its complex, centuries-old socio-cultural political heritage to convey through tourism an identity different and separate from that of China (Zhang et al., 2015).

I later extended this link between nationalism, identity and tourism to all postcolonial Chinese destinations (Hong Kong and Macau) in my PhD at University of Surrey. My PhD journey provided me with time and resources to fathom various schools of thoughts within nationalism studies to build a clear foundation for my study. Specifically, my research was rooted in enthnosymbolist nationalism (e.g., Hutchinson, 2005; Smith, 2009) and postmodernist nationalism (e.g., Calhoun, 1997; Özkırımlı, 2010). I wrote some critical pieces to further discover the complex and discursive process of identity (re)construction and its potential impacts. For example, in Zhang et al. (2018), collective memory theory was adopted to reveal the processes through which heritage tourism stakeholders (re)construct contested national identity in the recognition of the increasing identity conflicts in both Macau and Hong Kong. Through a critical discourse analysis of interviews and discursive exhibition and museum texts, the article revealed that museum managers formulate heritage imaginings and a sense of belonging(s) through defining the collective memory for "Self" and "Other".

Later, on the same track of exploring identity debates in Hong Kong and Macau, little understanding had been achieved on the role of national identity played in cultural festivals as they have become significant occasions to celebrate and promote community values, ideologies, identity and continuity. In Zhang et al., (2019a), the mixed method paper focused on the Macao International Parade, a cultural festival organised by the Macao government to celebrate its postcolonial multiculturalism and handover to China. With the intensified identity conflicts in Hong Kong, exploration on this context is my continuous research topic as I hope to constantly offer a critical view on politics of tourism in the region.

My interests in nationalism have also generated some "fun" projects. In developing a small but growing cadre of work seeking to reveal how humour is used in tourism, two of my works disclosed how national identity is embedded in humorous guided tours in the UK. The specific conclusive concept here is that laughing at others enhances a sense of superiority (see, Zhang & Pearce, 2016; 2020).

As shown in the second branch of the tree, the focus of my research has shifted from the nationalist view to a more tourist-based focus. In this light, I have adopted social identity theory to understand tourists' reflective identities in response to social, cultural, and political changes. Social identity takes social psychological perspectives to understand intergroup relations and behaviour. As Taifel (1982) explains that individuals often categorise themselves into different social groups to acquire self-esteem and a sense of belonging. Here, social identity theory focuses more on the psychological aspects of a sense of belonging to social groups and the associated behaviours. While we have many social categories within tourism phenomenon, adopting social identity to understand tourist behaviour is still in in its infancy. In arguing

the interactive nature of social identity theory, I have started to employ the theory to understand how social meanings are attached to the catergorisation of Chinese outbound tourists as 'uncivilised tourists' and how Chinese reflected on those meanings (See Zhang et al., 2019b). Another contribution of this paper lies in the contextualisation of the concept of *face* and identity in the Confucianism tradition. The work was also adapted and published in the *South China Morning Post* to generate public attention to the research findings (Zhang, 2020).

Recently, I recognised that the ongoing COVID-19 pandemic has challenged the fundamental desire for social interaction in international tourism. As the pandemic first reported in Wuhan, capital city of Hubei province in central China, I embarked on a qualitative study (Zhang et al., 2021) focusing on Chinese tourists' reflections on social identity change and its associated non-interaction during the time of the unexpected crisis. Here, social identity is not only an interactive concept, but also unstable and certainly not fixed. The contextualisation of identity change in the pandemic allows the paper to conceptualise non-social interaction when travelling during crises. Also, as national identity is a special type of social identity, currently, I am exploring the adoption of social identity theory to understand Chinese tourists' reflections on travelling to Hong Kong in the context of two crises, the pandemic and the 2019 protesting.

The third branch of my contribution tree shows that my passion and solid foundations of identities enabled me to explore other identities within tourism, including gender, place and the idea of in locale (or in host communities). In Zhang et al., (2020), through the lens of a Confucian understanding of *guanxi,* a theoretical framework is critically explored for understanding guanxi influences on women's intrapreneurship in the Chinese hospitality and tourism industry. The qualitative study provides evidence of *guanxi* being socially embedded personal relationships for the exchange of favours, which enable women managers to initiate specific types of women intrapreneurship initiatives in their organisations. Later, in my study with Pino and Wang (Pino et al., 2020), the experimental design paper investigates whether and how gender cues promoted on P2P accommodation platforms affect users' expectations and booking intentions.

Furthermore, my primary interest in cultural tourisms motivates me to explore place attachment in cultural festival context. Zhang et al., (2019c) focuses on the role of place attachment and festival satisfaction as mediators in the relationship between festival visitors' satisfaction with the co-creation experience and their behavioural intention to attend the festival. Finally, to comprehend host perceptions of tourism, the collaborative study (Chen et al., 2020) draws heavily on Heidegger's post tun thinking of *dwelling* to conceptualises the host community and destination site as a oneness where host perceptions are formed, and tourism created consequences occur. Here, *guanxi* as the manner of *dwelling* fundamentally frames the perception of a local destination community towards tourism.

Of course, the above-mentioned research map is far from what I consider the end of the story, as I believe my identity-based contribution tree will continue to flourish. My passion for research methodology facilitates the growth of the tree and allows me to approach tourism realities from different angles. Irrespective of whether it is a discursive approach or a quantified approach, my primary goal is to prompt macro-level discussions on how socio-political changes its impact on national, social and self-identities in the context of international tourism.

Written by Carol X. Zhang, University of Nottingham, United Kingdom

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102. SOCIO-CULTURAL DISCOURSES IN TOURISM - Contributions by Alexandra Witte

"It is thus not truth that varies with social, psychological, and cultural contexts but the symbols we construct in our unequally effective attempts to grasp it."

(Geertz, 1973, p. 212)

Reading Geertz's 'The Interpretation of Cultures', the assertion that whatever we come to know, we will know only through the prism of our participants' and our own social and cultural understandings, and will only come to understand incompletely, struck a chord I had not fully realised I struggled with up to that point. For my Master's dissertation, I had investigated the motivations and behaviours of Chinese students' travelling around Europe. It was an attempt to marry my previous degree in Sinology to my tourism degree. I was fascinated by the narratives of familial and social pressure that emerged within my participant's destination choices, and by their stories of resistance and/or compliance with what they reported to be widely held attitudes about how to travel Europe 'correctly'. Quite naively, I sought to explain my findings through the lens of the Grand Tours of Europe of the 18th and 19th century, rather than seeking to situate my participants' experiences explicitly within contemporary Chinese culture and society. It was only during my PhD research, once again connected to China, that I engaged with more critical readings and understandings of how cultural and social discourses and symbolisms inform human practice, experience, and values.

I have carried this interest in how wider social and cultural lifeworlds are reflected and/or challenged within tourism and mobilities forward into my research ever since. The following is intended to offer a brief overview of two different researches, which have been connected by this interest. The first pertains to my research on walking tourism in China, while the second discusses gendered experiences of travel in China. While on the face of it quite different areas of research, in both cases, key contributions lie within the furthering of our understandings of the influence social, cultural, and political discourses in contemporary China have on tourism, leisure and mobilities. These researches, thus, also explicitly sought to expand tourism research on non-Western contexts, paying attention to the unique socio-cultural frameworks in which tourism in this part of the world is contextualised.

Cultural Perspectives of walking tourism on China's Tea Horse Road

My PhD research studied walking tourism on China's Ancient Tea Horse Road using a mobile approach to ethnography following domestic and international tourists along the trails of this old caravan route. While conducting a preliminary literature review, it became clear that research on walking, hiking, trekking, rambling and other sub-types of this activity had generally centred on (Anglo-) Western countries or source markets. Particularly, specific trails and routes appeared to capture the attention (and perhaps imagination) in the literature, such as the Camino de Santiago in Europe or the Appalachian Trail in the US (Lourens, 2007; Hill et al., 2009; Berg, 2015). Even when studies ventured outside of these geographic contexts, e.g. on the Inca Trail (Cutler et al., 2014), they still tended to focus on Western walking tourists. Thus, it appeared we knew little about walking tourism and tourists elsewhere.

Yet, the conceptual work of Mauss (1973) on body techniques, Bourdieu's (1977) habitus, and Lefebvre's

(2004) argument for the human body beset by dressage all considered the walking body as a bearer and performer of social and cultural knowing. Notions found within research on walking in the West, such as challenge, competition, nature communion, and romanticising sublime nature experiences are, therefore, enmeshed in specific cultural, social and historic imaginations (Edensor, 2000; Hall, 2002). Other places of the world, including China, do not necessarily share these histories and so it stood to reason that recreational and touristic walking might be performed and understood differently. However, no empirically-based research had focused on walking practices and experiences of domestic or international tourists in China within the English literature. Similarly, this area was also under-researched in the Chinese literature, as Zhang et al. (2013) identified. Even now, only a few publications on the topic are emerging (Li et al., 2017; Xie & Fan, 2017; Li et al., 2020).

My research investigated both what was said and done on the trails, while paying attention to the social and cultural discourses that emerged within participants' narratives, behaviours and meaning-makings. Four distinct groups of walking tourists emerged from the analysis of my fieldwork: sightseers, donkey friends, hikers, and ATHR pilgrims. Each of these had distinct ways of walking, sought different experiences on the trails, and held particular beliefs and values around 'legitimate' walkers, walking, and walking trails. For a detailed discussion of each of these groups, see Witte (2020).

The identification of such diversity of walking tourists on the ATHR was in itself an important contribution of my research. Understanding walking tourism in China as diverse and potentially much more fragmented than anticipated through empirical evidence has implications for the development of this tourism and leisure sector in China, as I have discussed elsewhere (Witte, 2021). However, the theoretical implications for our understanding of walking for tourism and leisure are of equal significance.

For one, the findings showed just how pervasive Western imaginations of hiking are. While there were a few Chinese as well as South Korean participants who self-identified as hikers, virtually *all* participants hailing from Western countries considered themselves to be hikers. Moreover, they accessed shared notions of challenge, sublime nature, a return to simpler lifestyle, exploration, and particular outdoor ethics commonly identified in the literature (e.g. Berg 2015; Rantala & Tuulentie, 2018; Munar et al., 2021). They did so, whether they were highly experienced regular hikers or casual to the degree of only hiking on certain holidays. This points to a form of collective consciousness (Tomazos, 2015), where contemporary hiking journeys in the West are linked with their predecessors through a common discourse re-inforced by a widely accessible supply of information and commercialised supply around hiking. This offers avenues for future investigation of how hiking in the West is presented and imagined through contemporary media, guides, and hiking equipment, thus creating landscapes of 'correct' knowledge accessible to both casual and serious hikers, yet, potentially excluding or delegitimising imaginations of hiking in nature of potential 'others' (see e.g. Stanley, 2020).

At the same time, my research furthers the discussion of non-Western walking for leisure and tourism in its own right, here in the specific context of China. Through the exploration of donkey friends', sightseers' and ATHR pilgrims' ways of walking, unique discourses around walking for leisure and tourism were unearthed. For one, traditional Chinese concepts rooted in Confucianism and Taoism emerged, such as the notion of *wuwei (*无为*)*, meaning action by inaction, passive achievement, and doing nothing (Kwek and Lee, 2010), which informed many of the sightseers' practices and sought experiences. Among donkey friends, a Confucian emphasis on family relationships as close, yet hierarchical (Zhou et al., 2018) was reflected in their strong immersion in the mentorship relationships within their donkey friend communities and the use of specific neologisms to denote individuals' status within.

Yet, my research also cautioned not to essentialise tourism and leisure practices in China to traditional Confucian and Taoist discourses, a tendency previously identified by Kwek and Lee (2010). While certainly influential philosophies even in contemporary China, Chinese tourism and leisure landscapes are also part of a modern nation under the influence of globalisation, social media and mass media, state and market forces, driving economic, social and cultural changes (Hsu & Huang, 2016). These contemporary discourses

were visible, for example, in ATHR pilgrims' ways of walking and experiencing the trails. Strong links to a much more contemporary discourse of 'unity in diversity' and the PRC's effort to use cultural artefacts as a way to project a sense of a continuity of 'China' as a nation marked by harmonic co-existence and cooperation between the majority Han population and ethnic minorities (Sigley, 2013, 2016), could be seen in their seeking of a form of secular pilgrimage affirming their Chineseness. Donkey friends' strong focus on experiences of untouched nature and pronounced outdoor ethics, while reminiscent of Western notions of 'leave no trace', also reflect contemporary pro-environmental discourses emerging in Chinese society (Chen, 2020).

Each group reflected therefore distinct constellations of traditional Chinese values, contemporary values emerging in Chinese society, and values reflecting or paralleling contemporary Western notions of hiking. Exploring these underlying discourses offers avenues to facilitate walking experiences and trails that match the expectations of a diverse walking tourist market on a practical scale, while effectively addressing concerns regarding sustainability on these trails. It also furthers a much needed investigation of tourism practices sensitive to our respective socio-cultural lifeworlds.

Exploring the contemporary discourses underlying gendered experiences of tourism and hospitality in China

When I started my first fulltime position in Hainan as a lecturer in tourism development, I sought avenues to diversify my research. As so often the case in academia, working with colleagues with different research expertise to mine was an invaluable opportunity to explore new possibilities. In 2018, Dr. Meghan Muldoon and I launched the project 'Women, tourism and digital landscapes in China' out of a mutual desire to understand how gendered discourses interact with China's ever-growing tourism market. With Meghan's background in critical discourse analysis and my own focus on contemporary Chinese society and culture, we have been working on different offshoots of this project for the past three years.

Our initial work, conducted with four undergraduate students at Hainan University, focused on how tourism experiences are represented and discussed within Chinese online spaces from a gendered perspective (Muldoon et al., 2021), considering how issues of identity, mobility, and anger are intersecting with traditional, state-sponsored and modern market discourses around women and womens' travels. Despite the importance of women for China's travel market, research on how experiences of travelling are gendered, and how women travelling are perceived within Chinese society is still rare. This is the case despite access to travel often being gendered in terms of opportunities, constraints, and patterns (Cresswell & Uteng 2016)

Our research uncovered both the presence and the challenging of strong undercurrents of traditional Confucian views of what constitutes a 'good' women. On the one hand, we found that women who were seen to travel 'excessively' and primarily for their own self-development and self-fulfilment, were often considered as frivolous, irresponsible, and ultimately to make poor future wives. These narratives reflected a traditional discourse of womens' value primarily in terms of their role as wives and mothers. Additionally, women's visibility as travellers was often highly criticised, for example by terming them 'travel bitch', reflecting a traditional Confucian notion that women should remain less visible within wider society (Gao, 2003). These central ideas of ideal Confucian femininity appeared further supported by a contemporary discourse pushed by the state, which emphasises family as the basis for a harmonious society and regards womens' most important achievement for society to be expressed in matrimony and motherhood. This more contemporary expression of neo-Confucian ideals was also visible in the relatively recent emergence of the discourse of 'leftover women' also discussed in these blogs (Feldshuh 2018).

Yet, we also found that these neo-Confucian and state-sponsored discourses did not remain unchallenged. Travel and its discussion online emerged as avenues for Chinese women to re-assess and actively address their gendered experiences in Chinese society. Moreover, women's travel is a significant aspect of domestic

and international travel in/from China, further signalling that market discourses advocating for consumption as a form of self-improvement (Wu, 2010) also influence contemporary travel landscapes and women's access to it. Additionally, narratives of women who travel as brave, industrious and interesting, primarily advocated by women for women in the analysed blogs and discussion forums, signal the emergence of competing discourses from within these online landscapes.

This research, thus, made two major contributions: First, it offered specific insights into the role of traditional, state, and market discourses in the constructions of women who travel and womens' experiences as travellers. Secondly, it also allowed us a look into how travel and the sharing of travel experiences online can become opportunities to challenge and negotiate complex gender discourses in contemporary China.

Going forward...

The researches I have engaged in over the past few years have left deep impressions on my ways of thinking about tourism and travel as embedded in people's social and cultural lifeworlds, as well as the political discourses linked to these. More recently, calls have been made increasingly to investigate experiences and practices within tourism from new cultural and social perspectives, be it outside of still dominant Western contexts, from the perspectives of often marginalised groups within societies such as migrants, people with disabilities, native communities, racial minorities, women, LGBTQ+ communities, or others (e.g. Aquino, 2019; Stanley, 2020; Sin et al., 2021). Through my research, I have come to believe that the socio-cultural discourses underlying and influencing these communities' experiences and practices are manifold, complicated, and enmeshed in both 'mainstream' discourses in their respective wider societies and those intrinsic to these communities, warranting explicit attention to be paid to them and the resulting practices, experiences, and potential challenges and changes within contemporary tourism.

Written by Alexandra Witte, Hong Kong Polytechnic University, Hong Kong
Read Alexandra's letter to future generations of tourism researchers

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103. TRANSFORMING EXPERIENCES - THE POWER OF EVENTS - Contributions by Emma Wood

My academic background stems from marketing but has evolved over the years into several related but 'non-business' areas. Working in a School of Events, Tourism and Hospitality Management my research in tourism and place marketing swiftly moved to a focus on events and the benefits they might potentially bring. This led me to become critical of the spurious and often meaningless economic impacts produced for clients and to develop approaches for assessing the social impacts of events. In focusing on smaller scale community events it became clear that events on their own rarely provide a lasting economic or social benefit but can have major impacts if they are set within wider community development schemes and are repeated and frequent rather than one-offs.

Events of all types have the power, and quite often the intention, to bring about personal transformation. That power derives from their out of the ordinary nature, the creation of a liminal experience distinct from everyday life. Events are innately social, creating collective experiences and shared emotional responses. Events also incorporate degrees of participation – activity rather than passivity through interaction and engagement. What results are highly memorable experiences that continue to be shared long after the event is over. This continual reflection and adjustment of memories from shared experiences reinforces and strengthens the power of those experiences. It is this process that can transform lives through changes in attitudes, behaviours and feelings of wellbeing and happiness. Tourism brands recognise this power in the collective experience with many switching marketing budget from mass media advertising to events and experiences. Harnessing the power of the 'buzz' created to allow consumers' memory sharing to do their marketing for them.

The field of event studies has an established body of knowledge in the impact of events and has moved from a focus on the economic to a consideration of the social and the environment. However, it is only recently that impacts have been considered at a personal level. This change to a person's feelings of inclusion, wellbeing, happiness are surely one of the better outcomes of a thoughtful programme of events and an important strand of social psychology and the sociology of emotions. Research in consumer behaviour provides insights into the process through which such transformations take place whether that be a change in loyalty to a soft drink or an increase in feelings of self-worth. However, the role of collective experience, emotion and memory within this process remains a fascinating area of events research with much still to learn.

More recently events have been recognised as potential intervention tools for social issues such as encouraging feelings of belonging, reducing social isolation, encouraging tolerance and civic pride. My own research has examined events as tools of social inclusivity (recent immigrants and Shoreditch Festival), belonging (Asian communities and Melas) and most recently loneliness reduction (arts events and older women in rural areas).

In researching the social impacts my own theoretical foundations moved from marketing to engage more with social psychology and a new focus on collective experience and more recently shared memories of events. The effect of the heightened emotions shared with others and reminisced about afterwards now appear (to me at least) to be one of the most affective and longest lasting impacts of events. Remembering such experiences together reinforces and coalesces attitudes which then determine future behaviours in terms of similar experiences.

In line with the theories around event and experience design and the components which (for brands)

lead to the greatest effectiveness it seemed reasonable to assume that events with a certain amount of challenge but resulting in achievement and a level of creativity/choice would hold the most potential for positive change. With this in mind I began to explore how art/craft undertaken in a social environment (ie a weekly, fortnightly or monthly event) might benefit those taking part.

My work with old women and craft events has also taught me something about the restorative power of shared experiences and memories. Using emotion sensing wristbands (galvanic skin response) helped me and my participants visualise their emotional journeys and better understand the highs and lows experienced in shared experiences. Listening to these women's stories, told to each other, about their past lives and the role of art and craft within them, gave such privileged insights into the real meaning and importance of small-scale community events and of creating the time and space to share memories.

I have found that events are an ideal context in which to study consumer experiences and in particular shared emotional experience. Any event where we experience something together over an intense period of time and in a place distinct from 'ordinary' life provides us with an out of the ordinary experience, often with an element of escape.

For each event we attend there is usually a shared sense of 'something', if not purpose, perhaps interest, celebration, novelty, shared with those around you. Emotions are engendered even before you got there – anticipation, anxiety, when there (here) – disappointment, joy, surprise, and afterwards – contentment, happiness, guilt. These are heightened by a sense of others feeling the same as us and are often shared afterwards due to their collective nature.

Our memories are so important that we adapt these and negotiate versions of them with others – usually a better version that increases in emotional resonance in the sharing. There is also an important distinction between 'remembered emotion' and 'emotion in remembering'. I'd argue the latter is more important as we don't relive the emotion felt at the time but we do get emotional as we remember it and this is exaggerated as we remember with others.

Now here's what I think is the important bit. What we experience matters little but it's how we remember it that shapes who we are, what we think and how we behave. This has to be case as memory is flawed, experiences become blurred, forgotten, emotions last longer but still change over time and are not remembered as they happened but appear anew as part of the memory of a situation told/or thought about in another situation. Each sharing of a memory of emotion, or remembering of an emotional experience becomes a new experience. Events give us the opportunity to understand how this happens as they create shared emotional memories.

Marketers have understood the importance of memory sharing on some level in combating cognitive dissonance, in reassurance marketing, in the use of testimonial, word of mouth, reviews and the influence of others. However, the personal change elements have been less well researched. This is particularly true in event marketing – with a short-term focus on the event – moving swiftly on to the next without consideration of leveraging the effects over the longer term (harnessing the buzz). Capturing feelings/experiences at the event therefore is not exactly pointless but tells us little about future behaviour intentions. We all know the buzz can fade quickly and the intention to get on a bike after watching the Tour de Yorkshire remains just that – an intention. So how do we keep a memory alive, maintain an element of the emotional response, generate new and stronger responses? The most powerful way is through sharing the collective emotional memory.

So, hopefully I've convinced you of one or two things or at least piqued your interest in them. Events are creators of emotions and emotional memories. These are shared at the time and afterwards. The sharing of these creates an agreed memory of emotion and emotion in remembering which is important for personal identity, social cohesion and belonging. These agreed emotional memories become the main drivers of future attitudes and behaviours and therefore have the power to transform personal and social wellbeing... and to sell products.

As a marketer (we do love mnemonics), and because this is about me. I'll leave you with an apt aide-de-memoire – It's EMMA – **I t**hink **s**hared **e**motional **m**emories **m**ould **a**ttitudes. But as a less flippant ending here's a short poem created from quotations from my event memory participants

The festival memory journey

Remember the nerves?

We laughed and cried

I sulked you laughed

We both laughed

We survived

How proud we are

Let's do it again

Let's look forward to it

Plan it

Do it

Remember, reminisce

Laugh together again

And again

Written by Emma Wood, Leeds Beckett University, UK
Read Emma's letter to future generations of tourism researchers

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(some of my work and a few of those that have inspired me)

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104. DESTINATION DEVELOPMENT AND IMPACTS OF TOURISM - Contributions by Lan Xue

My research focuses on understanding destination development as it relates to its societal, economic, and cultural impacts. It is a broad research area, and I have conducted research on understanding rural tourism development and residents' identity and livelihood change (Xue, Kerstetter, & Buzinde, 2015; Xue, Kerstetter, & Hunt, 2017; Xue & Kerstetter, 2019); employing politics of community-based tourism (Xue & Kerstetter, 2018); framing sharing economy toward a sustainable ecosystem (Leung, Xue, & Wen, 2019), meta-analysis of tourism-enhancing effect of the World Heritage Site designation (Yang, Xue, & Jones, 2019), and recently, employing big data in smart destination marketing/management (Xue & Zhang, 2020).

For several years, I have been struggling with my research interest which seems to be too broad to focus and develop in-depth understandings. However, when I started to teach undergraduate course "tourist destination management" three years ago, I began to realize that tourist destination is a dynamic system and every aspect within it, be it societal, economic, environmental, or cultural, or be it residents, tourists, or practitioners, are interconnected and should be considered all together to develop a better understanding of it. Here below is a simple graph that can represent my research interest and beliefs.

When a place becomes a tourist destination······ → Tourists will meet residents at the destination······ → The place will become a dynamic system and will start to change in many ways······ → My question is: how will it change? And what should be done to make it change in a better way?
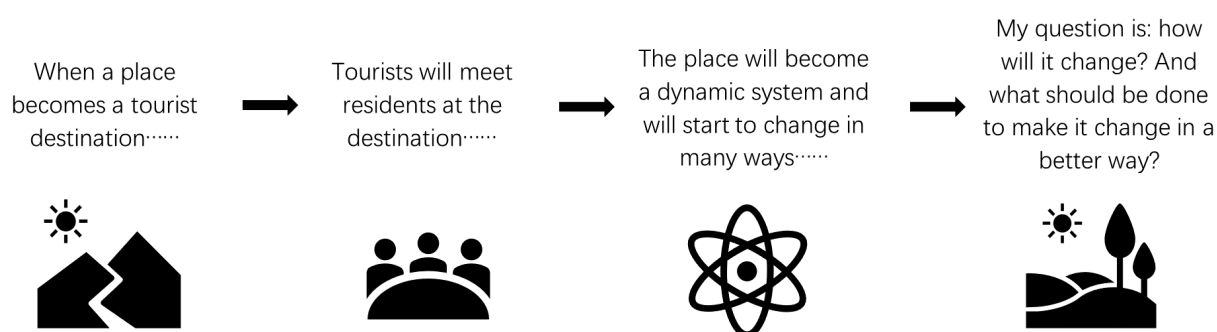
Written by Lan Xue, Department of Tourism, Fudan University, Shanghai, China
Read Lan's letter to future generations of tourism researchers

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105. ASIAN SOLO FEMALE TRAVELLERS - Contributions by Elaine Chiao Ling Yang

> I accept that I might get abused on the way . . . I might get raped . . . I still scare [sic] . . . You accept that everything might happen. So, you just go, you don't worry.
>
> <div align="right">– Confession of an Asian Solo Female Traveller</div>

I believe research is inherently value laden and shaped by personal experience. I am a petite Asian female from Malaysia in my mid-thirties. I started to travel alone when I turned 21 years old, when I decided to do something different, or rebellious to be precise, as that was a decision that startled my parents, friends, and strangers at my travel destinations. I have been repeatedly told that I am an easy target for abduction and other crimes due to the size of my physical body and gender. But I was too naïve to fear, and I thought carrying a big backpack, wandering in unfamiliar places on my own, just like many Western backpackers whom I have come across in Malaysia was a really cool thing to do. And most importantly, none of my close friends and acquaintances had travelled solo, which made it even more special. Hence, I went on the road alone.

My first solo trip was to Australia, and I could not know at that time that I would end up doing a PhD on solo female travel there. That first solo trip, which then encouraged the many solo trips that followed, was transformational. Across these trips, I often had curious male strangers asking if I was alone, or why I was alone. I took those questions as friendly gestures and concerns at the beginning until I heard men calling me an Asian prostitute or slut in languages that they thought I did not comprehend. You see, to fear, is an acquired skill to some extent. After several uncomfortable occurrences, I began to notice my vulnerability. The more I was aware of it, the more risk I perceived, and the more worried I became. The tipping point was an incident in Greece where I believed that I was drugged and subsequently robbed in a hostel. When I was shaking in tears on my own the next morning in a foreign land, I realised that I was truly alone. I am still puzzled by what happened but what has bewildered me more is the fact that I have not stopped travelling alone. Understanding of the unique risk faced by Asian solo female travellers, my own experience, and our combined, seemingly risk-taking behaviour, formed the impetus for my PhD project.

However, the proposal to research Asian solo female travellers was deemed as too niche with little practical value at that time in Malaysia. I was encouraged to change my PhD topic to something quite different, which I did and struggled for a year and a half due to many reasons, including my lack of interest in the new topic. When an opportunity came, I applied to Griffith University in Australia using my initial proposal on Asian solo female travellers and embarked on this research journey. Seven years later, it is still an area of research that is very close to my heart.

Background to My Research on Asian Solo Female Travellers

I started my PhD research on Asian solo female travellers in 2014. The next year, TripAdvisor's survey reported that 79% of women from Southeast Asia has shown an interest in travelling alone (TripAdvisor, 2015) and in 2016, solo travel was rated as one of the most popular new activities for Asian travellers in general (TripAdvisor, 2016). Despite the growing interest in solo female travel in Asia, the experience of Asian women has been investigated sparingly within the solo female travel literature prior to my work. In contrast to the statistics of various industry reports pointing to the rise of the solo female travel market in Asia (eGlobal

Travel Media, 2014; The Star, 2014), the extant literature at that time suggested that Asian women were less interested in independent forms of travel because of the Asian gender norms and expectations (Zhang & Hitchcock, 2014).

Further, tourism knowledge has conventionally assumed a Western-centric viewpoint. For instance, in the backpacking literature, the self-searching journey usually took place in the Third World, where (male) travellers leave the comfort of Western civilisation and travel to the untouched, primitive, and exotic destinations in the East and South for transformative experiences (Bui, Wilkins, & Lee, 2013; Elsrud, 2001; O'Reilly, 2005; Teo & Leong, 2006). Independent travel, to some extent, exemplifies a form of neo-colonialism that perpetuates Western domination and subjugation of past colonies and developing countries (Chung, 1994; d'Hauteserre, 2004). Studies on backpacking, a form of independent travel akin to solo travel, albeit backpacking does not necessarily indicate travelling alone, has continuously revealed the presence of Western-centric practices in certain destinations (Muzaini, 2006; Teo & Leong, 2006).

When travelling alone in the tourism space that privileges (white) men's travel experience (Pritchard & Morgan, 2000), women are exposed to gendered risks, such as sexual harassment and unwanted attention (Jordan & Gibson, 2005; Wilson & Little, 2008). Some scholars suggest that the effect of risk can be amplified in Asian women because of the different cultural values underlying the social expectations of what it is to be a respectable woman in an Asian society (Muzaini, 2006; Teo & Leong, 2006). That there is a risk to solo female travel is widely indicated in media (Bates, 2016), social media (see #viajosolo and later #metoo on Twitter) and popular culture (see for examples, the movies, *Wild* and *Queen*, about solo female travellers–an American and Indian, respectively). Many travel guidebooks have allocated an independent section or even a full chapter to provide safety tips for solo female travellers (Lewis, 2014; Williams, 2014; Wilson, Holdsworth, & Witsel, 2009). Similarly, discussion threads on the safety risk of women travelling alone are commonly seen in online travel forums (see for examples, Lonely Planet, TripAdvisor, and 背包客棧backpackers.com.tw). Many women are aware of the risk or the possible negative outcomes of travelling alone but are not deterred from taking the solo journeys. This decision renders solo female travel a voluntary risk-taking endeavour to some extent (Elsrud, 2001; Myers, 2010). While the risk associated with solo female travel has been frequently mentioned, few studies have conceptualised risk as an independent subject of investigation.

In response to the rise of the solo female travel market in Asia and the knowledge gaps identified above, my research investigated the solo travel experience of Asian women, with a focus on risk. Specifically, my research sought to address the following questions:

> (1) How do Asian solo female travellers perceive and interpret the risk of travelling alone?
>
> (2) How do these women respond to the perceived risk?
>
> (3) What is the implication of their risk experiences in relation to the individuals' lives and the social world?

Overview of Research Methods

My research is underpinned by a constructivist paradigm. I believe that "the self is a social phenomenon" (Wright, 2010, p. 127) and "subjectivity is inseparable from social existence" (Charmaz, 2014, p. 14). In my work, risk is construed as a social construction rather than an objective threat. The perception of risk is subjective, but the subjective perception is mediated by the embedded social grid and cultural context. I attempt to present the many facets of the "realities" or experiences of Asian solo female travellers. I recognise the uniqueness of each individual and experience but also seeks to understand the intersubjectivity or shared consciousness that may exist within this group of travellers. Nonetheless, the experiences of these female travellers can never be entirely or objectively captured because for a constructivist who embraces a subjectivist epistemology, the creation of knowledge is an act of interpretation that is co-constructed by

the researcher and the participants (Denzin & Lincoln, 2011). The co-construction of knowledge empowers the participants and gives voices to groups that have been marginalised in research (Jordan & Gibson, 2004). My research methods are guided by a constructivist qualitative methodology. Some of the methods and techniques I used to research Asian solo female travellers include constructivist grounded theory, autoethnography, and photo-elicitation interviews. The findings presented in this chapter are based on the solo travel narratives of 35 Asian women from 10 Asian countries and my autoethnographic field work in Thailand. All my work on Asian solo female travellers entails an intersectionality lens to investigate the intertwined gender, race, and cultural identities and how these identities shape Asian women's travel experiences.

Mapping the State of Knowledge

I conducted two systematic literature reviews, a quantitative systematic review and a narrative synthesis to integrate existing knowledge, examine the state of research, and identify gaps in the main research areas, namely Asian female travellers and risk and gender in tourism. The gaps identified in these reviews guided the direction of my empirical research, which I will detail in the next section.

"A systematic literature review of risk and gender research in tourism" (Yang, Khoo-Lattimore, & Arcodia, 2017b) is the first study to systematically review tourism risk literature in general and from a gender perspective. The paper has been cited 194 times according to Google Scholar and placed in the top performing 1% of papers in the ESI field of Social Sciences (Web of Science, date retrieved 6 August 2021). The review outcomes based on 86 studies indicate that existing travel risk and gender research has been dominated by western perspectives and has remained at a surface understanding. While research relevant to risk and gender was the criteria for these studies to be included in the review, few have contributed to the theoretical development of the concept of risk and gendered risk. In fact, gender has been predominantly used as one of the many variables rather than as a major subject for investigation itself. Although gender differences in tourist risk experience are evident in 70% of these studies, few have engaged a gender or feminist framework in explaining the differences. The lack of in-depth theoretical discussion can be attributed to the limitation of the positivist quantitative research method that was favoured in the literature. Surveys are instrumental in measuring and comparing risk perception and risk-taking propensity between male and female travellers, but the focus on numbers means that they have limited capacity in providing in-depth interpretations of the performative, embodied, and gendered tourist behaviour (Morgan & Pritchard, 2005). Based on the traits and gaps identified in the review, several recommendations have been provided for future research, and they include: attending to cultural pluralism by including the voices of non-western tourists, engaging in interpretive and reflexive methodologies, and deepening the theoretical understanding of gendered travel risk.

"A narrative review of Asian female travellers" (Yang, Khoo-Lattimore, & Arcodia, 2017a) synthesised fragmented knowledge of Asian female travellers from the seventeenth century and earlier up to the present day. Based on 88 studies in multiple languages and from various disciplines, the review unfolded the stories of Asian female travellers in the past and present and reveal the agency of Asian women in contesting the submissive and immobile image that was expected of them. The traveller identity of Asian women has transformed remarkably from that of a passive travel companion, to one of an enthusiastic companion, and on to that of an active traveller. This transformation became especially palpable in the past century, which was characterised by massive social changes, including active feminist movements that took different forms and developed at different rates across the globe. While Asian women have gained improved access to travel, their travel behaviour is still bounded by the gender norms in their culture. Women's newly gained autonomy in mobility contradicts the lingering breath of and in some cases, the revival of traditional values that constrain women to the domestic sphere and caretaker role. Nevertheless, the ambivalent gender identities and travel narratives identified in the literature imply on-going reconstruction of Asian gender identities, some of which have been enabled by tourism.

Risk-taking on Her Lonely Planet: Exploring the Risk Experiences of Asian Solo Female Travellers

The findings presented below is based on my PhD thesis (Yang, 2017a) and four of my publications (Yang, 2017b; Yang, Khoo-Lattimore, & Arcodia, 2018a, 2018b; Yang, Yang, & Khoo-Lattimore, 2019). The key themes include the risk perception of Asian solo female travellers, their response to risk, and the implications of their risk experiences.

Risk perception of Asian solo female travellers

Gendered risk and cultured risk are two main risks that have emerged strongly from the Asian women's narratives. Gendered risk refers to the socially constructed consciousness of danger or mostly undesirable outcomes that are related to or prompted by women's gender. Gendered risk identified in my research ranges from unwanted gaze, stalking, street harassment, uninvited sexual advance, to sexual assault. Cultured risk is the consciousness of threats or unpleasant occurrences that are induced by Asian women's cultural background, including the risk of being disapproved of, stereotyped, treated unfairly, and discriminated against through verbal harassment and physical assault. In some cases, gendered risk is amplified by Asian culture: The risk of sexual assault is amplified by societal value of chastity and the risk of tarnishing family reputation in the collective Asian society. In other cases, cultured risk is amplified by women's gender: Asian women who are alone on the road run the risk of being stereotyped as easy sexual targets due to the submissive, domesticated and in some destinations, sexualised image of Asian women. These findings exemplify the intersectionality of women's travel experiences from gender and culture perspectives. The findings also reveal the unequal power relations that underpinned the gendered and racialised tourism space.

Negotiating risk

Three main risk mitigation strategies used by Asian solo female travellers include adjusting spatial practices, modifying appearances, and carrying protection artefacts. The participants have avoided destinations and places with high perceived risk and retreated from places upon hostile occurrences. Numerous participants have also avoided wandering out at night to minimise risk. Such spatial and temporal practices indicate the restricted mobility of Asian solo female travellers that are bounded by the socially constructed and imposed risk. After eliminating places that fell beyond the subjectively acceptable risk, the participants then negotiated their access into the gendered and sexualised tourism space by moderating their feminine appearances. This practice demonstrates the body politics staging on the contemporary tourism space. Women's appearance adjustment is complemented by a wide range of protection artefacts (e.g., pepper spray, Swiss army knife, whistle, fake wedding band etc.), which the participants brought along. Through these gendered and embodied spatial practices, the participants claimed a safe space from the existing tourism space, but these risk mitigation practices also indicate that the responsibility for safety is placed in the hands of the solo female travellers.

While the above risk mitigation strategies suggest that the participants have resisted the risk in order to travel alone, a closer reading of their narratives reveals that they were in fact accepting the risk. Several participants explicitly expressed that they accepted the risk because it cannot be entirely eliminated. Others were of the opinion that risk is an indispensable element of the solo travel experience. By taking the risk, the participants were taking a chance to travel alone. These risk takers believed that the potential negative consequences of travelling alone weighed less than the anticipated gains (e.g., transformative experience,

spiritual fulfilment, and empowerment). These findings bring to light the positive dimension of risk and the opportunities that come with risk taking in the realm of solo female travel.

The implications of risk taking

Risk taking through solo travel has brought transformative experiences to the participants and their immediate social circles. My participants reported to have gained a sense of empowerment by overcoming the gendered and cultured risks, which are a representation of the unequal power relations underpinning the patriarchal and Western-centric tourism space. The participants claimed to have become more independent and confident, and this transformation is particularly meaningful to the Asian participants as women in their home societies are expected or stereotyped to be domesticated, dependent, and fearful, and therefore, not capable of travelling alone or taking risks. These stereotypes were perpetuated in the immediate social circles of the participants, where family and friends cautioned them of the danger and inappropriateness of women travelling alone. By negotiating the risk of solo female travel, the participants have at the same time negotiated their self and gender identities. The reconstruction of identities has resulted in varying levels of self-othering, where the participants differentiated themselves from other Asian women. Some of the participants have even associated more strongly with a western and/or male identity. The individual's transformative experiences have extended to the immediate social circles as changes in attitudes and acceptance towards Asian women travelling alone were reported. The travel experiences of the participants who braved the socially constructed and imposed risks have inspired and empowered other women from their home societies to travel independently. This finding demonstrates the effect of individual empowerment on micro social transformation.

Contributions to Knowledge

My work has laid the conceptual and empirical groundwork for future research on Asian solo female travellers. Through the in-depth investigation of risk, my work has also advanced the theoretical development of tourist risk perception by drawing on and subsequently making contributions to emergent theoretical concepts from wider social disciplines to examine the meanings and social implications of risk taking for Asian women in contemporary society.

Risk as power and empowerment

Sociology researcher, Gustafson (1998) puts forth a theoretical explanation of gender differences in risk in which he theorises the differences as a representation of the unequal power relations underpinning the patriarchal society. His work has been widely cited in risk, gender, and other sociology research, but it has rarely been discussed in tourism risk studies where gender differences in tourist risk perception were often left unexplained. My work contributes to tourism risk research by introducing and demonstrating Gustafson's theory as a potential framework for interpreting the gendered travel risk. The findings on cultured risk adds a cultural dimension to Gustafson's framework to include the unequal racial power relations underpinning the existing tourism space, and to elucidate how culture intersects with gender in amplifying gendered risk. While the gendered travel risks have been frequently reported in prior research concerning female travellers (Jordan & Gibson, 2005; Wilson & Little, 2008), cultured risks as in the risks of being treated as unfriendly, stereotyped, and discriminated against, were rarely mentioned in the existing tourism research. The lack of discussion on the culture-induced risk from a non-Western perspective further exemplifies the unequal power relations existing in the tourism intellectual space, where existing knowledge of tourism has been dominated by a Western perspective (Chambers, 2010; Winter, 2009). With

the expansion of tourism markets in emerging regions such as Asia and the rise of female travel markets within these emerging markets, it is imperative to understand the travel experience of the non-Western, non-male *others*. The conceptualisation of the gendered travel risk as a representation of the unequal gender power relations advances knowledge of female travellers, while the insights into cultured risk and the intersectional effect of risk underpinned by both the gender and racial power structures lays important groundwork for further research.

In line with a poststructuralist feminist conception of power and agency, my research demonstrates how power can be both oppressive and emancipatory (Aitchison, 2000). Asian solo female travellers who are located at the relatively less powerful end of gender and racial structures have strongly perceived the travel risks. By negotiating and overcoming the perceived risks, these women reported having gained a sense of empowerment. The emancipatory path from being oppressed by unequal power relations to struggling, resisting and eventually gaining empowerment has been illustrated in prior research on Western and Israeli female travellers (Berdychevsky, Gibson, & Poria, 2013; Jordan & Aitchison, 2008; Jordan & Gibson, 2005). Nevertheless, my research suggests a different path with subtle yet important nuances. Instead of resisting the power, some of my participants explicitly mentioned that they accepted the risk of solo travel and its consequences, and a few claimed to go on the road with an "if I die, I die" attitude. While most participants used some strategies to mitigate risk, which signifies the struggle and resistance stages, the participants generally accepted the risk and by taking the risk to travel alone, they gained a sense of empowerment in return. This finding proposes acceptance as an alternative stage to the poststructuralist feminist understanding of power and agency. This finding on acceptance that challenges the existing poststructural feminist framework appears to enable or perpetuate patriarchal domination. At the same time, other researchers may interpret this finding as another form of resistance instead of acceptance. While my data has not been able to fully establish the acceptance proposition and to critique the implication of acceptance, the finding on Asian women has indicated the possibility of a different pathway from the Western framework. Possible directions for future research to further explore and corroborate the acceptance alternative to empowerment include: to investigate the submissive attitude of women entrenched in Asian cultures; to conduct a discourse analysis on the meanings of words used to express acceptance and resistance in different cultures; and to develop a context specific framework of power and empowerment.

Social construction of tourism space

Cultural and feminist geographers construed space as both a physical and social construction shaped by social institutions and symbolic practices (LeFebvre, 1991; Valentine, 1989). Extending the theorisation of risk as power, privileged groups have greater access and freedom in mobility in using the space, while the marginalised groups have restricted access confined by the presence of threat. Valentine (1989) proposes the "geography of women's fear" to illustrate the restricted mobility of women in using the public space. The notion of the geography of women's fear has been applied in prior tourism research but my research extends the idea to the notion of risk and added a number of places that were not identified in the previous study, which has only considered the travel experiences of Western women (Wilson & Little, 2008). In particular, Europe was added to the geography of risk as a region affected by the presence of cultured risk. Tourist attractions in general were also included in the list, which epitomises the participants' observation of the omnipresent risk. Instead of fixating on the mobility restrictions, my research demonstrates the agency of Asian solo female travellers in negotiating access to and carving a "safe" space within the tourism space through various gendered and embodied spatial practices. It appears that the socially constructed tourism space and spatial practices have restricted Asian women's mobility but at the same time, the very nature of social construction signifies that the space and its spatial practices can be challenged, negotiated, and reconstructed. My research has therefore contributed a transformative approach to conceptualising tourism space, mobility, and risk.

Risk negotiation as identity construction

Edgework researchers conceptualise risk taking as a process to resist and reconstruct the social conditions in contemporary society. Within the edgework literature, Laurendeau (2008) puts for the gendered risk regime to elucidate the gendered construction of risk taking and how women resist and reconstruct gender norms by means of risk taking. My research has lent support to and expanded Laurendeau's (2008) framework. In line with the gendered risk regime, my research demonstrates how Asian solo female travellers negotiate and reconstruct their gender identities through risk taking, though the identity construction was at the expense of putting their wellbeing at risk in the first place and of stereotyping, othering, and alienating other Asian women. My research has further extended the gendered risk regime by revealing that Asian women's risk taking in general and specifically in tourism is not only gendered but also a behaviour that embodies Western patriarchal domination. Travelling independently to the unknown Third World was a privilege of white males from the West in the past (Chambers, 2010). My participants continued to regard their risk taking and solo travel behaviour as Westernised and masculine, which are not positively accepted female qualities in their home society. Some participants also believed that Western solo female travellers are likely to perceive less risk or are willing to take more risk. When these Asian solo female travellers negotiated their gender identities through risk taking, instead of constructively redefining Asian gender identities, some participants withdrew from the identities of Asian women and identified more strongly with western and male identities. Further research is warranted to examine the influence of Western ideologies on the travel practices and identity constructions of Asian travellers.

Conclusion

This collection of work is based on my PhD project, which set out to explore the experiences of Asian solo female travellers, with a specific focus on risk perception and the seemingly risk-taking behaviour. My work has advanced existing knowledge of Asian solo female travellers, a rising yet under-researched market, and has contributed to the theoretical development of tourist risk perception. My research has also illuminated the meanings of risk and risk taking in contemporary society. Through the solo travel experiences of Asian women, my research reveals and critiques the unequal power relations that underpin contemporary tourism physical and intellectual space.

As Pritchard and Morgan (2017, p. 34) commented, "critique alone cannot lead to transformation". I hope that my work on Asian solo female travellers will stimulate awareness in the tourism field and industry regarding the entrenched gender and other inequalities. Since the completion of my PhD, I have expanded my research to gender-based violence and women's work experience in tourism. I seek to work on research that give voices to women and marginalised groups in tourism, while I continue to explore and negotiate my identity as an Asian woman, both as a solo female traveller and as a tourism academic.

Written by Elaine Chiao Ling Yang, Griffith University, Australia

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PART II
LETTERS TO FUTURE GENERATIONS OF WOMEN TOURISM RESEARCHERS

106. Letter from Kajsa G Åberg

Dear sisters in tourism research,

This goes out to both you who aim for climbing the academic career ladder and those whose incentive may be more elusive. As you have probably already learned, there are instructions to follow in the academic world if you want to score as successful and among my fellow voices here are individuals who will provide you with invaluable advice. However, as many of us also underline, research is more than the most obvious, visible part of the iceberg. I would like to take this opportunity to say a few words about the rewarding aspects of academia that do not fit into the formal grid. Although seeing your name on a publication in a high-ranked journal is rewarding, so is finding it in the acknowledgement section of a doctoral thesis you have not been formally involved in. That means you have been of importance to someone although there are no career points to be scored from it.

As a tourism worker turned entrepreneur turned researcher turned public official and policy maker, I still wake up every day longing to learn more about the field. I strive to lessen the boundaries between sectors as I believe that knowledge is a process kept alive by being constantly fed through new encounters – with individuals as well as thoughts and contexts. And ourselves. My Ph D. in human geography from a Swedish university serves both as a theoretical starting point for my research and a door into the academic sphere which I have grown to appreciate. There is a regulated freedom in academia that fascinates me. There are rules that must be followed, but the way I see it, being a successful researcher is having the ability to be intellectually and emotionally creative within those set frames.
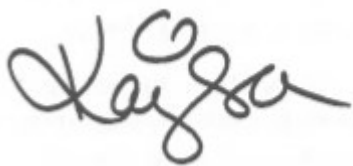
Creativity in turn, springs from inspiration and this is where one aspect of being female comes into the picture. I often think about the numbers reported by the group Guerrilla Girls who in 1989 and again in 2012 found that less than 5% of the works on display in the section of modern art at New York Metropolitan Museum of Art were by female artist at the same time as 85% of all nudes shown in the section featured women. In short, this means that a globally influential art institution shows an overwhelming interest in females as objects, especially in comparison with its will to show works by female artists. In art, it would seem, females are most appreciated as muses and objects, not subjects.

I claimed above that it is important to value the informal influence you may have on other people's work.

Do I thus mean that we should rest content with being a muse in research? To provide the subtle thrill that makes others create works that render them recognition while the muses remain hidden in the shadows? No. Of course not. I mean that in contrast to art, muses and inspiration in research are not simplified into being nothing but a naked body but rather acknowledged as fellow artists. We acknowledge and celebrate the influence of others by referencing and building on prior works. However, we need to recognize that contributions to research and our own situation as researchers can be done in many ways and may be hard to fit into the grid. Therefore, I hope you will be able to see the value of them. Appreciate and acknowledge others and be active in creating supportive and joyful inspiration to yourself and them. We are defined by our actions and not by what we claim to be our principles. Yes, I'm a bit of an idealist and yes, I do consider some of my scientific publications as small pieces of art. But you know what? It is possible to do so and still be employed based on formal educational qualifications. In addition, it is possible to both publish and offer informal mentorship and sisterhood when someone needs it.

My message is therefore: Respect, support and try to improve the system. By keeping the structure healthy we can create spaces that allow for the rewarding and inspiring aspects that are necessary for us as human beings, parts of a collective and even the pursue of research itself. In that way, the granddaughters of today may visit an art museum filled with self-portraits of non-gendered, dressed subjects with varying abilities, and do research in the same way.

Umeå, 2021 07 13

Kajsa G Åberg

Region Västerbotten, Sweden

Information about the Guerrilla Girls work can be found here: https://medium.com/@aplusapp/the-gender-imbalance-of-art-with-nudity-has-these-female-artists-taking-a-stand-for-change-e3b7445f91c5

107. Letter from Dora Agapito

Dear fellow female colleagues,

It is such an honour and a pleasure to be part of this book and share my experience of over ten years working in academia in tourism studies. During this time, I had the opportunity to develop my work in Portugal and the UK and build a network with some great colleagues worldwide. From my perspective, one of the most important benefits of working in academia, in tourism specifically, is to have the chance to collaborate with colleagues in any part of the world and to learn about unique destinations and cultures. In this brief letter, I reflect on some principles and learnings that have guided my work, which I firmly believe are crucial to building up our professional reputation.

Be rigorous in all tasks and avoid the temptation of choosing quantity over quality. Feeling proud of our work and doing the best we can in a particular moment under specific circumstances is vital to keep improving. If we are always rushing and feeling our contribution is not relevant, then making an effort to prioritising things is key. So, reflect on specific tasks that can be useful for others and yourself. Also, do not diminish small things, though, as they can contribute to your growth as a researcher, teacher, colleague, practitioner, and person in general. This process can positively impact others.

Build your network, maintaining your values and principles. One more paper, project, promotion or [fill the blank] do not worth losing your values and principles from sight. You should be proud of your decisions and of your interactions with others in all roles that you may have: researcher, teacher, editor, reviewer, colleague, manager, student.

Do not allow others to add their name on a specific work, such as a paper, before yours just for politeness if you truly feel this is unfair. Speak for yourself objectively and, if needed, speak for others.

Don't be too hard on yourself and avoid comparing yourself to others. It is good to be inspired by other women and men who can be seen as role models, but it is not positive to compare yourself to them constantly. You have your own identity, abilities and circumstances. Respect your own rhythm. You can make decisions, but you cannot control everything. Always try to learn something from specific situations, whether you classify them as positive or negative. Every time, there are opportunities to learn, which is always positive.

Always prioritise your well-being. This one is a big work in progress! Repeating like a mantra: one more paper, project or [fill in the blank] do not worth losing my well-being from sight. Taking care of our well-being also has a positive effect on others. Try as much as you can to be organised in your tasks and keep a written record so you can see clearly what you have already committed to before committing to new tasks and deadlines. From my perspective, it is preferable for someone to be disappointed if you decline an invitation explaining your reasons objectively than later on to be in a position of not being able to fulfil the tasks you committed to delivering. Allow time for all dimensions in your life and make sure you enjoy them. Don't rush yourself.

Last, share your knowledge with others, have a great career in tourism and be happy!

Warmly,

Dora Agapito

Research Centre for Tourism, Sustainability and Well-being, Universidade do Algarve, Portugal

108. Letter from Mariana Aldrigui

Dear future women tourism researchers,

I am writing to you from São Paulo, the largest city of sunny Brazil, where, for the past 28 years I have been involved with tourism, first as a student, then as a travel agent, a cruise agent, a hotel assistant manager, and finally as a lecturer and researcher at one of the most prestigious universities in Latin America, the University of São Paulo.

It was easy to fall in love with tourism in the 1990s, as all the activities were blooming around here, and there were plenty of jobs and career paths to follow. Until this day, I can not pick exactly what made me choose this degree among all the options I had in mind in 1993, but I still remember what made me choose to abandon my "professional" career at the hotel management company and shift back to the University in 1999.

Among other things, the department manager made clear that he would not value knowledge or critical thinking, and that it made no difference if we had a tourism degree. In fact, he would rather hire someone with no degree at all, so it would be cheaper and easy to mold them. From that day, I noticed that several hotel managers, and many travel managers, shared the same distorted views of tourism students, and it made me feel uncomfortable. A few months after that, I applied to the MSc program in Tourism, trying to understand how this reality could be changed.

The challenge I set for me at that time, almost 20 years ago, is still the same: is it possible to build different bridges between the university and the companies in need of talent, by adapting the way we communicate, and the way we present ourselves. To do so requires leaving the office, talking to people, attending conferences, and abandoning a comfortable and safe position provided by traditional university life.

While a close contact with the tourism sector, both public and private, has allowed me to have a deeper understanding, and bring fresh insights into the classroom, it also made me a critic of the local tourism curriculum, pointing out that it is outdated and unappealing. As you may guess, being a vocal female critic, many academic doors were shut however many other opportunities came to light, allowing me to build even more bridges, including this one with you.

Although my experience is mostly defined by the country I live in, and the male dominant culture that is still in place around here, I share with you some of the recommendations I wish I had received some years ago:

1. Read, read a lot. Everything. From comic books to the all-time classics. By reading you will at the same time enhance your vocabulary, improve your written text, and create a repertoire that will make a difference later in your life. Make sure you are selecting women writers and researchers from different backgrounds.

2. Walk around, observe, interact. There is so much to be learned from human contact, and our industry is totally based on these interactions. Remember – some of the most amazing ideas come exactly when we dedicate time to freely observe what is around us.

3. Connect, and be always kind to those you connect with. Through different connections, you will have the chance to understand different realities, to learn new things and to be inspired by others. Get to know people and their trajectories.

4. Share. Share what you have learned and be open to other points of view. Accept that things may be different, or may change, and be open to reconsider your own views and beliefs.

5. Be brave to find (or build) different pathways. You do not have to reinvent the wheel, but as a researcher, you are entitled to question again and again, and try new approaches.

Finally, be true to yourself. Do not allow someone else's view of the world define what is your success.

With all my love and admiration,

Mariana Aldrigui

University of Sao Paulo, Brazil

109. Letter from Erika Andersson Cederholm

Dear future generations of tourism researchers,

More than 20 years has passed since I completed my doctoral thesis in sociology. For more than 30 years, the university has been my work place, either as a student or as a researcher and teacher. Research is my passion. To me, research is never just a job, and it is not simply a career; it is part of who I am as a person. I am quite sure that many of you share this passion.

I also know that being passionate about your work has a flip side, which is that you may devote much time and energy to a study, without any tangible or imminent rewards. Publication may take long time, and your research endeavors are not always funded. In my experience, it may take several years before a research idea is funded, if at all. Furthermore, the intrinsic value of research and the creation of new knowledge is sometimes at odds with more strategic or instrumental aims of the university or funding agencies. However, this tension is part of academia, and as a researcher, you may need to navigate between the intrinsic value of research, which can produce interesting, relevant knowledge, and economic and/or political aims that are more short-sighted.

Moreover, you may need to make compromises, as is often the case in collaborations. Research partners may work with different perspectives and different paradigms. Nevertheless, my advice is never compromise your **research integrity**. I would like to take this opportunity to illuminate the value of research integrity; I think it is an asset that academics in my generation and future generations must safeguard.

Universities and researchers are facing new challenges. Neoliberalism has paved the way for a marketized university, where the value of knowledge is increasingly measured in calculable terms. Intentions to promote knowledge sharing, such as peer-reviewing, are undermined by a 'what's in it for me´ attitude, which is reinforced by an environment full of performance and productivity metrics. In this academic environment, the intrinsic value of accumulating knowledge through research runs the risk of being overruled by instrumental values and more short-sighted aims. This development may be counteracted by maintaining and promoting research integrity.

How do you do that?

I would like to highlight three qualities – three C-words – that I see as building blocks of research integrity: curiosity, a critical attitude, and collegiality.

Curiosity implies looking for inspiration beyond your disciplinary boundaries. It pushes you to play with concepts, models, and theories. Creative work is playful, although it can also be systematic and serious. In many fields of research, the constituents demarcate, and even guard disciplinary boundaries, and they ask for contributions specific to that field. This is part of academic knowledge accumulation, and it is also part of the social world of science. However, if positioning your work becomes more important than accumulating knowledge, and if who you cite, and their field of research, becomes more important than what you cite, then curiosity will die. Although working within academic boundaries is part of academia, I would like to stress the importance of allowing the boundaries to remain sufficiently permeable to let inspiration in.

A critical attitude. The notion of 'critical research' may have multiple meanings in academia, and in academic policy. To me, being critical is to look at the world through discerning, analytic lenses. Being critical means daring to ask the naïve or uncomfortable questions. Being self-critical is to identify and reflect upon your own assumptions and the world view you have taken for granted. Being critical in your research is to choose study avenues based on the potential for new knowledge accumulation, even though they may be out of academic 'fashion' or contested for normative or ideological reasons.

Collegiality. Academia is, to a large degree, characterized by a gift economy. It is about sharing knowledge, and this is how new knowledge develops. This means that we engage in social sharing practices that build academic work, such as peer-reviewing, attending and organizing seminars, and participating in workshops. However, much of this work is considered invisible, because it is not counted in the university´s official performance metrics. A new type of collective effort should be made to make this type of work visible by applying credentials to it. A step in that direction is to continue giving and sharing, but make sure that you articulate the work you do, in talks and in publications, and that you give credit to others who do the same. Find words and use words – not metrics – that capture the moral economy of academia and that articulate the value of sharing, for the sake of producing knowledge. In this way, we can safeguard a sustainable working environment.

Research integrity is built from the ground up. It takes time to develop, and it cannot be marketized, because it does not work according to market logic.

Best wishes,

Erika Andersson Cederholm

Lund University, Sweden

110. Letter from Easnin Ara

Keep Rolling!

Dear Unseen Friends (hope to meet somehow somewhere sometime),

If you are in touch with this book and reading the letters, it means that you are already in the amazing academic world to explore, expand and/or express your virtues. I would like to congratulate all of you for being a part of this knowledge domain which gives us the incredible opportunity to learn every time and be a student of all time!

Although I am not sure how far my journey into the academia would facilitate your pathway, I must say the letters (with inspiring stories) in this book along with the remarkable contributions by many amazing women from different corners of this world have broadened my view towards life (both personal and professional) and given me new enthusiasm and solutions to some of my questions (unasked but always curious to get the answers). Henceforth, I am writing this letter to express my heartfelt gratitude to all those amazing women and also to say hello to the new tourism academics with my sweet and sour journey into the academic world so far.

This is Easnin speaking, a woman from a small but beautiful country – Bangladesh – where almost half of the population is female. However, the misery of the fate is that females here still need to struggle a lot if they want to build a professional career (although there are recent efforts from the government for women empowerment, the problem lies within the mindset of the society). I am one such example and following is the story of my tenacity to do something different (other than the 'so-called feminine role').

I was born in 1988 in a patriarchal society where females were allowed to get an education but were not expected to work outside of their home domain. They also got married early in life even leaving their education incomplete. My mother was one such example. She was a very talented lady but could not build any professional career because of family responsibilities and social boundaries. Her sacrifice became my inspiration to challenge the limits for female boundaries. In doing so, I never disregard the duties of females toward the family ('so-called duties' I must say as I do believe those duties are applicable for males as well), rather my objection lies upon their role 'only within the home boundaries'. Henceforth, I have grown up with the belief and strong desire that being a female my duties should not be confined within the family; rather, those should be broadened towards mankind and the world.

Regardless of being members of a patriarchal society, my parents had a very progressive mentality which added wings to my thoughts, encouraging me every time to look beyond the horizon (feminine role). Their open-mindedness enabled me to have a colorful and amazing childhood. Despite 'so much' social

pressure, they always tried to pay attention to my desire to blur the boundaries between 'man and woman' considering both as 'human'. As well as playing doll house, I used to wear masculine attires, play cricket with my elder brother, ride a bicycle and so on which always put me and my parents in a questionable situation (e.g. How could my parents allow me such freedom? And, how could I do all those 'so-called masculine things' with my female identity?).

When I was about to pursue my bachelor's and master's degrees at a university a long way away from my hometown, my feminine identity simultaneously appeared as a major problem for many (e.g. senior family members and family friends) which put me and my parents under great pressure. I had also decided to study 'Marketing' (tourism was not well-introduced as a subject to study then) which was not a very well-accepted subject to be studied by females in our context at that time. Although it was a tough decision for my parents (considering our social context), they did not restrict me, seeing my cravings and courage to do something different as overshadowing the stigma relating to femininity (e.g. moving out for higher education from parental house without being married). Irrespective of the criticism from elsewhere, my parents' continuous support and belief in me gave me the energy and courage to move forward to prove that 'being female is not a curse rather we can do anything like a man if we strive for it'. It is important to mention that I am the first female of my family who has successfully completed university education and also earned a PhD.

Although my interest in tourism research is primarily connected to my personal interest in traveling to know the people, their culture, lifestyle, and also the destination itself, it was solidified by the trajectory of my university education when I became a part of a tourism research project as a research assistant. Later, my career in the academic arena facilitated my further research interest in tourism and encouraged me to seek my PhD in this domain from the University of Otago, New Zealand. As already mentioned above, tourism in our context is still in its infancy as a subject to study and/or research; my research interest in tourism hence is connected to my personal stand for doing something different and/or doing something which is perceived necessary to do considering the greater interest (e.g. recently our government is paying attention for the development of this sector). Also, in my doctoral research I reflected on the non-human agency in tourism, prioritising the relational perspective which further (re)addresses my such interest moving beyond the predominance of anthropocentricism and impact perspective.

My journey as a female tourism researcher is not an easy but rather a quite challenging one. Facilitated by my educational background in marketing, and personal values and interests, I am currently researching different areas in tourism (e.g. tourism product development, tourists' travel motivation, non-human agency in tourism micro businesses, cultural and handicrafts tourism development, and social capital and empowerment in rural tourism), prioritising qualitative critical interpretative worldview which demands my direct participation and/or presence in the researched context. While my personal interest and values (e.g. travelling, socializing, collecting local products, and learning different culture) facilitate my engagement with the people and the places visited, my female identity always appears to be problematic. In our context it is unusual for females to travel alone which was/is a critical problem for me as a woman tourism researcher. Moreover, I have to face lots of unpleasant questions (which I am sure a man never faces) not only from research participants but also from collaborators, local contacts and more or less everyone being met. For example, *Am I married? Am I permitted to do this job? With whom am I travelling? Where is my husband? How many kids do I have? Why have not I planned for kids yet?* However, my optimism and persistence to stick with my determination have kept my journey into tourism research alive. Although having my husband as a travel companion and sometime as a co-researcher overshadows some of the complexities, I still feel agony (deep down inside my heart) thinking of my struggle to make them accept my sole presence in the research contexts because of my female identity.

Though my husband and I have our own (happy)understanding with which we can better balance our personal and professional engagement, my presence as an enthusiastic player within the professional world is not always well-appreciated by my in-laws and relatives. Such pressured situations have provided me with the understanding that being female not only enables us with a specific gender identity but also expands

our identity as a fighter/warrior if we want to stand tall besides men in every sphere (as we need to raise our voice to be in a professional career which a man never has to).

Regardless of all the troubles I face due to my female identity, I must say I do love this identity as it provides me the opportunity to raise my voice against the discrimination which in turn empowers me every time. Simultaneously, all my steps and/or achievements so far (although it is still very little), give me immense satisfaction as I do perceive those as the motivation for the next generation (e.g. some of my nieces and relatives are now in boarding schools, some want to do PhD in tourism, some want to be academics). Below are some suggestions from my side (by-product of my ten years of little academic life – long way to go yet!) to early career women researchers which may possibly be of some value to you somehow.

Speak, even if it does not bring any immediate result: Never remain quiet if you see/find something is not right. If you are tolerating something wrong (whether to self/others), you are giving a scope for injustice. Always raise your voice for yourself and others. Although your voice might not bring any change, at least you will have satisfaction for having had the courage to stand for what is right and/or to stand against the odds.

Be a concrete and honest person: I have seen many people declaring themselves as a person of strong voice against the odds, however become a different one at the time of such voice. Please never do that. Keep your voice always 'intact and loud' (although it seems hard to do so) to be a concrete person of all time. Also, try to be honest in every aspect of your life (both personal and professional). Such honesty would in turn bless you with the virtue of fearlessness and strong voice which are really required to live a respectful life.

Believe yourself: Even though you find something difficult to do, never consider quitting without giving it a proper try (at least). In my little life span whatever I have done/achieved so far, I have not found a single thing easy. Nonetheless, at no point did I stop trying. Living with such difficulties along with my tenacity to achieve my goals provided me with the lesson that 'everything is possible only if you believe'. So, my advice to you is to have the courage to believe yourself and to relentlessly chase your dreams.

Respect people, place and entities: Please be respectful to the people and the surrounding environment. I mean respect all the people (regardless of their position or age) with whom we interact every day (e.g. colleagues, office assistants, cleaners, shopkeepers, drivers). Sometime only a greeting or a smile means a lot to someone. Moreover, be respectful regarding the use of resources as well. I always try to keep my office and living place clean. Also, if I see any unattended classroom, I turn off the electric connections to save energy. I do this with the belief that if I show respect to someone/something/some cause, I will get the same respect in return somehow someway at some time.

Take some days off: Within this competitive world it seems pretty hard to find any break, however we need to plan for it to have some quality time with family and friends who are a great value to us. We can work probably at the last day of our life, but maybe we would not have our dearest one (e.g. parents) with us till that time. While I had ignored days off earlier, recently I am trying to consider it (even sacrificing the good earning scope from professional courses run on weekends) to relax (with family and friends), to nurture my hobbies (e.g. gardening, practicing yoga, cycling), and last but not least to do research (as it seems very hard to find time for research during the week days due to lots of teaching and administrative duties all the year round). I have found such days off effective for my work outputs too. You can also check it with yours.

Never compare with others and choose goals that serve your soul: Do not compare yourself with anyone as it never brings any good, only unnecessary pressure and a restless mind. Everyone has their own time to reach their goals. So, have patience and do your work, and you will be there in your own time. Also, do not set goals seeing others. Try to have goals which feed your soul and make you happy. I have found researching tourism is such a space for me where I can utilise my knowledge of marketing and other disciplines as well, and vice versa that gives me immense satisfaction.

Never be a part of gossip: Although I love to pass time with family, friends and colleagues, I always try to

safeguard myself from taking part in any gossip. In so doing, I find myself 'alone' most often. However, I enjoy this 'me time' to do my stuff (e.g. researching and trying to be a better version of me).

Although I have shared a lot of myself, my prime suggestions to you are to love your work, and have your own set of principles and nurture them, which will enable you to be a charismatic woman tourism researcher.

Lots of love and best wishes,

Easnin Ara

Bangladesh University of Professionals (BUP), Bangladesh

111. Letter from Bailey Ashton Adie

Dear wonderful future tourism researchers (who are doing a great job even if they don't feel like it!),

I want to first start by saying that I had never planned to be an academic, let alone a tourism academic. So if you ever feel that you don't belong for whatever reason, I understand. Me too. This letter is for you.

I started my undergraduate degree at the University of Vermont in the US thinking I would go to law school, but one ethics class my first year quickly ended that dream. Then, I decided that a good use of my history degree would be to work in a museum, so off to grad school in the UK I went to study cultural heritage and international development. I am so thankful for my time there as it introduced me to development studies, which has strongly impacted who I have eventually become as an academic and as a person. Unfortunately, I graduated into a still deeply troubled job market as a result of the Great Recession. I applied to so many jobs and one PhD. The PhD, which was again in cultural heritage, was the only success, and so I moved again, this time to Italy.

While I had done my MA thesis on tourism marketing and development in India, I started to truly immerse myself in the tourism literature during my PhD, at least as much as one can be immersed while having no formal training in a subject. I won't say that I did it fully on my own but the resources for tourism research were scant in a degree focused on cultural theory, as was the mentorship. In fact, I had to go out and find myself a PhD supervisor because none of the internal academics knew anything about tourism. So this leads me to my first piece of advice:

Find *your* people. Whether we are talking about mentors or co-authors or even just friends to rant with about life as a tourism academic, *your* people are the ones that you will turn to when professional life gets hard (and it will). Put yourself out there at conferences, if you can, and try to chat to everyone, not just the "big names". I have met some of my best collaborators and academic friends this way. A good group of colleagues that you can rely on no matter what is priceless in academia.

Since my PhD, there have been a lot of ups and downs professionally, especially when it comes to employment, and so my second piece of advice is:

Life is too short to live for other people. If you want to (and can) spend a year or two trying to find an academic job, that's great. But, equally, if you can't or don't want to do that, for whatever reason…that's great too. Do not get hung up on other people's expectations of what you should do or who you are. Do what is best for you. Tourism research doesn't exist solely in a university setting.

During my time in academia, I've often been advised to adapt my personality to fit in better, to somehow soften my edges to make others more comfortable. In response to this, my final pieces of advice are:

Be true to yourself and don't be afraid to take up space. Don't dull your sparkle to make someone else comfortable. It is ok to be yourself in academia. You do not have to bend and squish yourself into someone else's definition of what a woman academic should be. We are all different and unique, and that is what makes research (and the world) so exciting as no one has the exact same viewpoint.

Speak truth to power. While I may not always have benefited from speaking up, I have never once regretted speaking for those who did not have my voice. Nothing will change if everyone stays silent.

You deserve to be here. There is so much adversity that you may face and so many battles still to fight, but you have gotten to this point through your own hard work. Imposter syndrome is often not something that we have when we start our academic journeys but is instead reinforced by others telling us we aren't good enough. As hard as it is, try not to listen.

I hope that by the time someone reads this further in the future, things in academia have gotten better, but, if not, just remember this one thing: **Don't let the bastards grind you down.** No matter what happens or how much pushback you may receive throughout your career, what you are doing matters.

You matter. And no one can take that away from you.

You got this,

Bailey Ashton Adie

Independent Scholar & Visiting Research Fellow, Wakayama University, Japan

112. Letter from Carla Barbieri

"The open-endedness of thinking is connected to an openness to otherness."

(Berg & Seeber, 2017; The Slow Professor, p. 60).

Queridas Colegas,

We seldom have the opportunity to write freely about what it entails to be a woman tourism scholar. Yet, this is a paradox when so often we need to explain that our work transcends in-the-classroom instruction (*'so, what do you do when you are not teaching?'*) or leisure travel (*'so, your job is to travel all over?!'*). Even rarer is having the luxury to reflect upon the factors that have shaped our scholarly path. Thus, I am jumping at this opportunity to write a *manifesto* of what means for me to be a Latina tourism scholar. I am sharing the stands, principles, and practices that I believe have sustained me over time. Although this writing exercise is intended to serve as a collective mentoring to inspire the next generation of women tourism scholars, I suggest taking my words with caution and even skepticism, as you will.

Being a Scholar, in my view, embodies an entity greater than our duties that requires pursuing, nurturing, and sustaining a holistic mindset, a critically candid attitude, and high ethical standards in all our life domains. Under the risk of being called a romanticist (again), I believe the value of being a scholar is not the recognition (or financial returns), but rather *the* responsibility of being accountable to our students, colleagues, discipline, stakeholders, and ultimately society. At times, such a sense of responsibility, which often adds to the culture of care women hold, can asphyxiate us or make us lose our sense of purpose. The following principles inspire me to stick as a scholar.

- Seizing fun and realizing happiness while maintaining intellectual rigor. Indeed a cheesy and overused statement. Yet, it is the pleasure I grasp when teaching, running statistical analysis, cooking at the end of the day, or spontaneously dancing when I hear a *merengue* or *cumbia* that invigorates my work and makes me whole.
- Letting it sink before speaking. We live on rushed times that have instilled our urgency to respond on the spot, and that may not always be wise. Taking the time to react to a difficult situation has helped

me broaden my perspectives and options.

- Being opened to compromise without betraying my personal or professional beliefs.
- Asking for advice. We are expected to be scholars, not perfect scholars. I have a handful of mentors and colleagues that I approach when I need light in a range of issues, from making sure I am not out of place when assessing a situation to discussing whether a statistical procedure is sound. And, I especially trust my women colleagues when I just need to vent.

Being a Latina Scholar outside my native country (Peru) was both, a challenge and an opportunity. I carried the internal burden of *tener que lograrlo y hacerlo bien* while navigating a foreign culture and language. Yet, it broadened my perspectives, mindset, and ability to appreciate beyond my own. Below are some practices that helped me navigate—successfully I believe—my path.

- Nurturing the cultural traits from both, my past and present homes, helped me to increase contentment in my personal, family, and professional life spheres.
- Accepting that I'll never master the new language, especially the accent, pushed me to speak out. Borrowing from a movie line, it helped to realize that *hablo, pero no pienso, con acento*.
- Indulging my current ethos. The world, no matter the place or time, has rich and wonderful flavors, traditions, and especially people. Embracing it at full extent, either by accepting or challenging norms, gives me purpose.

Being a Researcher, for many, is the core of what we do and where we invest most of our time; whilst, the most gratifying. I have engaged in many projects throughout my career and I still celebrate every accomplishment and still get down with every failure. Yet, I have learned that celebrations, which are as valuable as my failures, are the result of these principles.

- Embracing challenge. My most rewarding projects are the ones that required learning a new set of skills, approaches, or knowledge, despite the additional time and energy invested.
- Taking risks, yet remaining true to my beliefs. My main research theme is agritourism, which I started out of conviction and stubbornness during my doctoral studies. Even though it was a risky decision at that time (*"there is no future on agritourism; family farms will vanish"*), it was right for me and gave me purpose throughout the years.
- Not rushing. When I submitted maybe my fifth paper (and mistakenly thought that I had nailed the publishing business), I got a rejection that I hold in mind-and-soul. One reviewer, evidently a wise one, commented that the paper was rushed and submitted before being ready. They were right!

Being a Social Scientist demands to be present in society by contributing to and learning from our communities. To do so, I try my best to engage in the following practices.

- Learning! An old mentor, Jim Bristor, told me when I graduated to remember all I have learned during my program... Good things to maintain or improve and bad things to avoid or correct. I carry Jim's wisdom into every scholarly experience.
- Being flexible and creative. No matter how rigorous and careful my research design might be, having social phenomena as the study object often carries unforeseen complications. Beyond the initial hopeless thought, I [almost] always found a detour to continue my work. Or did scholars stop investigating during the COVID-19 pandemic?
- Integrating outreach into my research. I believe that making key research findings accessible to target audiences beyond peers is a major duty of tourism researchers. Although that effort adds to my burden and may not be highly valued, it makes my job more gratifying.

I used this *manifesto* to reflect on what I believe a woman tourism scholar, who happens to be Latina, embodies. I have also shared some principles and practices that have inspired me to be and continued being a woman tourism scholar. Although these might appear intuitive, the rush and multi-role essence

(teacher, researcher, manager, mentor) of the current academic world calls for seeking balance. Thus, let us pledge to infuse happiness into our quest of seeking self-reflective silences and strong voices, attaining and sharing knowledge, embracing *ourness* and *otherness*, asking advice and welcoming challenge, while being flexible and rigorous.

¡Mis mejores augurios a todas ustedes! And wishing our paths cross many times in the future.

Carla Barbieri

North Carolina State University, United States

113. Letter from Stefanie Benjamin

Sometimes people try to destroy you

precisely because they recognize

your power – not because they don't

see it, but because they see it and

they don't want it to exist.

– bell hooks, Reel to Real: Race Class and Sex at the Movies

If dismantling systems of oppression and fighting for equity flows within your body ... read ahead my letter to you – with tips and strategies to accompany this exhausting, yet needed work, of disrupting power dynamics inside – and outside – academia. Let's ride the waves of this chaotic landscape together ...

Find time for mental health and wellbeing

Make time for *your* mental and physical health. So many academics do not share their struggles or challenges around stress, anxiety, depression ... imposter syndrome. Grants rejected, Reviewer #2's gnarly feedback, bullying in your department, cruel student evaluations, sexual harassment ... For me, I encourage you to truly distance yourself from your work. Set boundaries with not answering emails past a certain hour in addition to not having your work email on your phone. I've also seen colleagues state their email boundaries within their email signature.

In academia, the fetishization of productivity can negatively impact our health and wellbeing ... however, I encourage you to be present, bask in the glory of your accomplishments (whatever that looks like to you), embrace failure, and don't let the pressure of neoliberal metrics (publish, grants, etc.) corrupt your health. Find a therapist or counselor – even if you think you are 'ok'. Normalize taking anti-depressant or anti-

anxiety medication and take advantage of what natural resources your town may have. Join clubs that bring *you* joy – and find friendships outside the academic walls.

Stand-up-paddling on Lake Norris

Friends, family, and travel – do it with no guilt

Throughout my tenure as a graduate student and professor, I've curated friends within academia that I can confide in, cry and laugh without judgement, publish, travel, and truly be myself around. These women have been my sounding board, my mentors, my incredible pillars of support. When you find a friend group that you can participate in a conference with … then travel together – well that is truly the benefits of academia. Find friends that you not only enjoy writing and publishing with, but also just truly solid humans.

Drs. Whitney Knollenberg, Alana Dillette, and myself exploring Barcelona, Spain after a tourism conference.

Not everyone enjoys or is close with their family. But if you are, I employ you to take time away from your work … and travel or visit them. Especially since COVID-19, when I have the chance to see my folks or take a holiday with them – I will. As an academic, we have the privilege (sometimes) to curate our own schedule. As such, take advantage of how, when, and where you work. My family lives about thirteen hours (without stopping) driving distance from me. As such, whenever I get the opportunity to travel or spend time with them – I do … without guilt. Lastly, if you are on a nine month contract, travel; during your *'off'* time without the headspace of 'I *should* be writing' … Full stop. This is one of my biggest regrets of my solo trip to New Zealand in June 2019. I *felt* guilty that I wasn't *producing* during *my summer* and it negatively impacted my travel experience.

My solo adventure to New Zealand after a tourism conference.

Make a difference beyond publications

Sometimes we forget the power of mentorship and influence when it comes to our students. Nothing brings me more joy than receiving an email from a student who shares how impactful I was for them. When you get these notes, emails, cards, etc – print them or keep them in a folder to help you remember your impact. The toxic culture of academia can be depressing– mess with your head – make you feel undervalued and deflated. However, these notes of gratitude … this helps to remind me of why I'm here.

Thank You

Dear Dr. B,

I just wanted to send you a quick email and say thank you so much. Thank you for being such an inclusive, progressive, and wonderful professor this semester. You have really been one of the only professors emphasizing real world problems and challenges we face everyday.

I know you don't know my current situation, but I have just had a close friend pass away tragically and have come home for a few weeks. School has been building up and with everything going on here it has been a struggle for me. Along with that my birthday is this wednesday and I was scared I wouldn't have time to spend with my family. Thank you so much for considering the mental health of your students, it means so much to me, especially during this time.

You're the best!!

An email from a student that reminds me why I'm here.
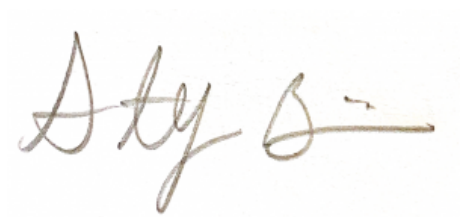
Find your curiosity, passion, and niche ... don't let anyone persuade you that your research and work is not worthy. I was questioned early in my academic tenure why I, as a White woman, was 'so interested in Black history and equity' ... that my research was not-rigorous since it involved qualitative methodologies. However, the work that my colleague Dr. Alana Dillette and I have collaborated with Black industry leaders like NOMADNESS Travel Tribe allowed us to truly advocate for an equitable travel landscape. Our work moves beyond the academic walls and is infiltrating travel industry webinars, workshops, and conferences. We hope that this momentum influences other academics to partner with industry leaders to fight for equity and justice for marginalized communities.
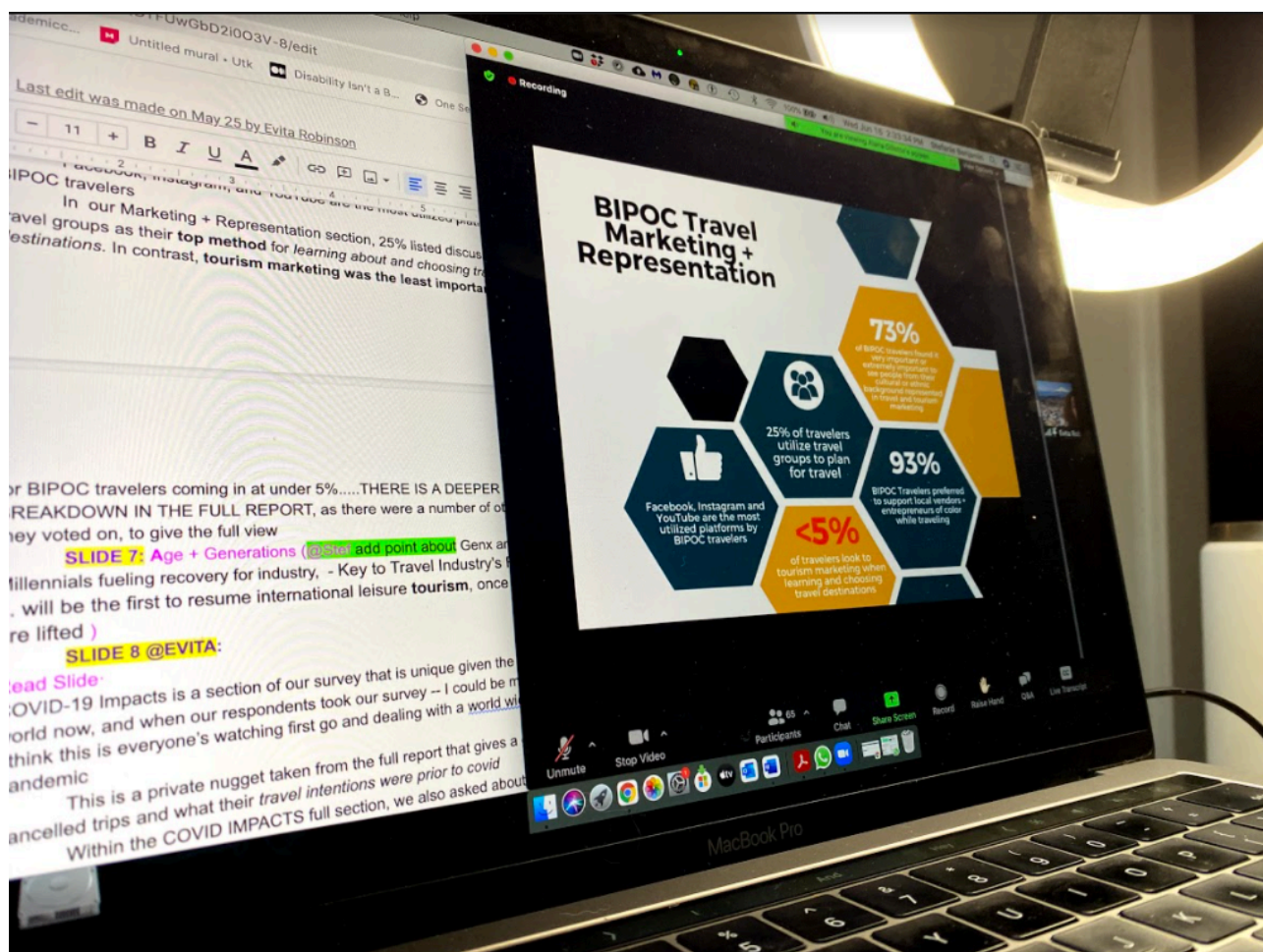
Behind the scenes of a webinar on our research 'The BIPOC Diversity in Travel Consensus'.

Use your academic privilege to create space to amplify voices that are silenced ... make academia accessible beyond the publishing paywalls. Does this mean more work? Yes. Work that is exhausting and emotionally draining? Yes. But ask yourself, 'is it work that aligns with my values'? If yes, then find your community, your collective voice, and make some 'good trouble.'

Set your boundaries, hold your ground, speak your truth, find scholars who support your vision, and continue to keep your values in focus.

Stefanie Benjamin

The University of Tennessee, United States

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114. Letter from Liza Berdychevsky

Dear future women tourism researchers,

I hope this letter finds you well and full of joy, inspiration, and passion for an academic career in the tourism field!

As a reflexive scholar, I have to disclose that writing a chapter about achieved contributions and a mentoring letter to future generations of women tourism scholars was not an intuitive task for me (even though it was a useful reflection exercise). Unlike some of the more seasoned contributors to this book, whose contributions and advice span an entire career worth, I am only approaching my mid-career phase. Hence, I still have a lot to learn and I feel more excited talking about my research plans rather than existing outcomes, even though the former build upon the latter. Nevertheless, I have figured that if this letter helps even one person, it is well worth it. Let me share with you the principles that guide my professional and personal life, and I hope that you will find at least some of them useful for your own journeys.

Balance and flexibility

Women are often told that we need to choose between family and a successful career. Historically, this was true, and if you believe that it still is, I genuinely respect your opinion and prerogatives (whichever choice you make) and invite you to disregard this paragraph. However, if, like me, you want it all, please do not let anyone tell you what (or when) you can or cannot have, not your colleagues, not your advisors, and not even your relatives. Also, please consider the possibility that there might never be a right time for having kids, but if you wait for too long, it might be too late. I had my first child two years before going up for tenure. Having moved three times across the globe for career and education, my husband and I have no close-by family to help with childcare, and the juggling was (and still is) hectic. I was under atomic pressure and stress about the potential effects of my maternity on my tenure prospects. My fears were exacerbated by several well-meaning colleagues asking why I could not have just waited until after tenure. Maybe I could, and maybe I could not. My second pregnancy was officially declared as geriatric, and both pregnancies were high-risk with a whole host of complications (probably avoidable had I been younger). Worrying about my career during that time surely cost me some grey hair and prevented me from fully enjoying maternity but, looking back, I would not change a thing. No matter what, your child(ren) will be more important to

you than anything else. Only after having sailed through tenure have I understood the futility of that stress. Please do not put your life on hold because life and the biological clock do not wait for anyone. Yes, you will need to become more flexible. Yes, you will juggle frantically to balance between family and academic career. Yes, you might have to juggle in a different, and perhaps more intense, way than many of your men colleagues with children or colleagues of any gender without children. You will work nights, and I mean pulling serial all-nighters. You will work in the most bizarre situations and contexts (e.g., while breastfeeding or serving as a mattress for your sleeping children). You will have to navigate the stigma that mothers are less committed to their carrier, and you will work even harder to prove your commitment. But, trust me, it is all worth it, every second of it.

Productive and transformative risk taking

Sadly, even in choosing the research topic, conformity is often encouraged at the expense of creativity. People often crowd around safe, conventional topics and established methodologies. To an extent, we have to do it to secure our futures. Indeed, I had encountered substantial pushback when I decided to study sex in tourism. My choices of novel qualitative methodologies were not always well received either. However, staying away from the research topic (or methodology) that excites you because it seems risky, unconventional, or stigmatized will little-by-little gnaw at you from the inside. And then, one day, you might find out that somebody else has actually studied it, and their publication was well-received. I bet that would

make anyone feel cheated; even if you jump on the wagon now, you are no longer a pioneer. So, take risks! Being different is cool! Not every risk taking is harmful. Your risk taking can be calculated and productive. Even more importantly, your risk taking can be creative and transformative. Carve out a niche for yourself so that when somebody thinks about a topic of inquiry, your name comes to mind. Work on the cutting edge and spearhead knowledge in your niche. Pave the way rather than tag along. As you carve out your niche, resist the pressure of being pigeonholed by the silo mentality. Yes, we need to specialize to become experts in what we do. However, many people misconstrue it as an invitation to never reach beyond their niche/ field/discipline confines. I think it is a suboptimal, unfortunate approach. Conduct transdisciplinary research and read and publish across the relevant fields and disciplines. Consequently, your research will be much richer and more robust, and your network will be considerably wider.

Positive attitude — upwards and onwards

Throughout your academic journey, there will inevitably be multiple pitfalls and disappointments. Rejections are an integral, mundane part of the academic career (e.g., unfunded grant applications, rejected manuscripts). Do not let them get to you. Develop an elephant skin. The sooner, the better. Things will often deviate from your chosen course, and you will need to be nimble and not get defensive. Treat some pitfalls as sunk costs and others as a "tuition payment" for an unpleasant, albeit educational experience, but keep your attitude positive and keep trying. That is the key—to keep trying. Let me share with you my first publication experience as a graduate student. I probably remember it well because it was the first one. I have submitted a manuscript on women's sexual behavior in tourism to a reputable journal in the tourism field. When reviewers' feedback became available, the gist of it was that despite not having found any substantial flaws, the reviewers believed that manuscripts on sex do not belong in an academic journal. My heart sank, and I thought that I would never be able to publish this study. Luckily, my advisor urged me to submit the manuscript to an even higher-ranked journal in the tourism field, and about half a year later, it was published in that journal. So, please, do not let rejections discourage you. The credo is upwards and onwards. Also, surround yourself with supportive mentors and peers at any stage of your career who will help you see the bright side even in the darkest moment. I will always be grateful to Dr. Heather Gibson, Dr. Galit Nimrod, and Dr. Yaniv Poria, who were there for me through thick and thin at various career stages.

Integrity and trustworthiness

One of the seasoned faculty in my department often publicly warns the junior faculty not to be "shit magnets." I have no quarrel with this—except that, taken to an extreme, such strategy can lead to burnouts and a sense of alienation. If you do not stand for something, you will fall for anything. I personally appreciate honesty and trustworthiness in people in general and in my collaborators in particular. I would rather work with people who are more honest than polite (at least, within the realistic constraints of academia), and I let this principle guide my comportment as well. Develop a reliable reputation—be a woman of your word. If people know that they can take your word to the bank, you will attract good collaborators of the same reliable nature. Whatever part of the research project you do, do it well. Do not take shortcuts. The rigor, quality, and caliber of your work will speak for themselves and will benefit you in the long term. Most of all, be kind, whether it is through constructive feedback to students and colleagues or being generous with your time and help. Give back to those who have helped you succeed, and give forward to those coming after you.

Passion and fun

You have to love what you do. Research is fun! You get the privilege of producing new knowledge. You have to enjoy the exploration and creation in the research process. If it is not fun and not rewarding to you (or it was, but it is not anymore), do not suffer, move on, make changes. Changes can mean a new research topic, a new research project, another team of collaborators, another department or institution, etc. Whatever it is, it has to ignite you! It is very hard to succeed in something that you are not passionate about. Passion helps you push through the all-night binge-writing when your entire household is snoring peacefully. And even if

you do make it without passion, what is the point if you do not enjoy it? A famous saying, "Life is a journey, not a destination," is true for your academic career as well.

To conclude, carve out your niche and work on the cutting edge. Take productive and transformative risks. Be bold yet flexible. Be confident but humble. Stay true to yourself and your passion. Do not pigeonhole yourself or confine to a silo. Never compromise on the rigor of your research. And good things will happen. Might it take longer? Probably. Will everyone support or agree? Of course not. Will it be worth it? Absolutely! So, have fun on this wonderful journey of exploration!

All the best,

Liza Berdychevsky

University of Illinois at Urbana-Champaign, United States

115. Letter from Karla Boluk

Personal Reflection

I will begin by saying that I am Canadian and an Associate Professor at the University of Waterloo, in Canada. I spent 10 years oversees studying in New Zealand, engaging in field work in South Africa, and I took up two, two-year international appointments in Sweden and then the UK. I started my appointment at the University of Waterloo in 2014. I am also, a partner and mother of two girls (Grace (4) and Adelaide (2)), a daughter and sister to my older brother and sister who both live close by.

Growing Interest in Tourism

I grew up in a small city about an hour away from Toronto. As a child, I was obsessed with synchronized swimming and naturally like many other children who idolize athletes, I had the ambition of going to the Olympics. Competing allowed me the opportunity to travel quite a bit within Canada. I prioritized choosing a university for its academic programming in tourism. Unfortunately, this meant there was no synchronized swimming team; however shortly after I arrived, I was approached by some members of the community who asked me to start a team; and I did. I created a synchronized swimming team in my first year of my undergrad, while simultaneously swimming on the varsity swim team. I became the team captain and coached several recreational and competitive synchro teams within and outside of the university.

Both of my parents were teachers, so my siblings and I enjoyed having them around full time on holidays and during the summer months. We spent time as a family travelling in Canada when my parents were free from work related responsibilities. We travelled with our family pop-up trailer around Ontario, neighbouring provinces, and some parts of the US. I recall my mom encouraging me to journal, allowing me to reflect on some of places we had visited, what I had learned about the places and peoples we visited, and create a save space for a few memories or mementos collected along the way. We also holidayed at our family cottage in south eastern Ontario. These experiences are likely what sparked my enthusiasm to pursue a tourism degree. I recall noticing differences year after year to the cottage communities I visited, particularly with the increasing volume of people visiting the small towns and crowding on the beaches.

My initial summer job was at a convenient store and meat market not far from our family cottage. It was at that time I started to gain some firsthand understanding about some of the growing resentment toward

the infiltration of American visitors renting and/or buying cottages in the area, driving real estate and rental prices up. Further, I witnessed growing frustrations expressed by locals regarding the increased volume of visitors; contributing to congestion and wait times for services. Since returning to Canada after being overseas for a decade, my work has been driven by an interest in revisiting some of the tourism districts in which I spent a great deal of time as a cottager, visitor and/or employee during my youth. Specifically, I my curiosity has piqued around understanding how the communities have changed and/or weathered tourism, as well as appreciate the community leaders and entrepreneurs who have advocated for, and driven sustainability interests in light of the growing attention received by tourists.

Personality Traits

I have never enjoyed being told what to do...I see this trait in my children, and its only now in my 30s I appreciate how this may have been frustrating for my parents! Pre-children and pre-tenure, I exhibited characteristics of an A-type personality; however, having children and achieving tenure have somewhat tempered such traits, and served as the impetus to seek more of a balance. My training as a synchronized swimmer are likely to be blamed with my focus on perfection, but I am thankful for lessons learned from the sport in terms of flexibility, endurance, precision, and competing with myself. One trait that has served me well, is my ability to network and generally get along with people, also probably a result of my time training. My time spent researching oversees have supported the building and cultivation of international research teams. I have continued many of the partnerships I nurtured early on in my career, and I have developed many others I am truly thankful for.

Advice to My Younger Self

1. Enjoy the journey. I chose to carry out my graduate research in two of the most beautiful countries in the world, New Zealand, and South Africa. My advice would be to go, enjoy, stay, and learn.
2. I started networking early on in my career before I really understood its potential impact on my career. My advice is initiate conversations (virtually and face to face when possible), cultivate relationships, sustain relationships, and let those who are meaningful to you know they are important. You may, throughout your trajectory encounter toxic relationships, let those relationships go. Don't dwell on those relationships or let them weigh you down. Consider aligning yourself with networks that share your values. I have found collaborators, supporters, and friends through TEFI, CTS, and Tourism RESET. We are stronger together. It may take time to find your tribe and that is ok.
3. Give yourself a break and establish good habits. Shut down your computer throughout the day to give yourself a break. Don't eat at your desk! Get fresh air often. Engage in physical activity and stand when possible. Incorporate walking meetings into your routine. Block time off in your calendar!
4. Trust your instincts. It has been my experience that my instinct is usually correct. Listen to your gut. Trust yourself.
5. If you think you would benefit from seeking out a mentor find one. If you do not know who to ask, ask others, or just scroll through the amazing compilation (Sara and Antonia have compiled in this book). Approach someone, let that person know what you need, or what you would like to work on, or how they may help, and keep in touch with them.
6. Be a role model and mentor. No matter your career stage you have something to give to your students, to those new to the academy, to those new to your networks etc.
7. Be less judgmental of yourself. Don't pin yourself against others, rather do the work to be your best version of yourself and focus on continual improvement.
8. Just as your professional life can infiltrate into your personal life, your personal life can infiltrate into your professional life. Life happens. Children grow up, parents age, and siblings need support through various life transitions. Support those closest to you through their transitions, keep them close and be kind. It is ok if your personal life affects your capacity to be an ultra-productive human being. You are human!
9. Always lead with integrity and purpose. Don't oversimplify your career choice into a rat race or a game, its toxic.

Karla Boluk

University of Waterloo, Canada

116. Letter from Brenda Boonabaana

Dear Future Women Tourism Researchers,

I hope each one of you is looking forward to enjoying your tourism research career!

I believe there is no one that succeeds in what they choose to do without working hard, and understanding the requirements for succeeding in a particular field of work. While taking on the tourism research career does not come very easily, there are certain things one should be able to consider to make their career journey less difficult. Below are some tips that you might find helpful in your career:

Keep reflecting on the core motivation of your career choice and put your mind on the big picture. I have come to realise that researching issues that one is passionate about sustains one's momentum to advance knowledge and discover great ideas. I believe we have different motivational factors, so it's critical that one keeps track on the "push button" into the tourism research field. One should also be able to continuously ask questions on why they are doing tourism research and for who, so that they keep linking their work to the bigger picture.

Another tip relates to connecting with like-minded scholars by attending conferences and symposia at different levels, to share constructive comments about their ongoing and future works. In addition, keep open minded, respect other people's views and share your ideas with confidence. This is quite energizing and helpful. Please share your work with your students because some could become your future academic mentees.

Secondly, work-life balance is critical for your health and productivity. As the saying goes that there is "time for everything," plan time to enjoy your favourite movie, game, or any activity that relaxes your mind. A relaxed mind facilitates conducting quality research.

I should also mention that when challenges come by in the course of your tourism career, embrace them and look at them as part of life. Try not to give up but to find solutions to overcome them, and bounce back. Keep picking up yourself, and do not hesitate to seek support from family, mentors, peers, colleagues or friends, that you feel comfortable to approach. I find mentorship to be a valuable opportunity for young scholars.

I end by noting that every day in one's tourism career should be an opportunity to identify new ideas and insights that add value to the world.

I wish you the best!

Brenda Boonabaana

Makerere University, Uganda

& the University of Texas at Austin, USA

117. Letter from Filipa Brandão

Dear future women tourism researcher,

I was asked to write a letter to future female tourism researchers, one that could include some important reflections about my career and that could contribute to the way you will develop your professional path. I tried to think about my own path in the last years, about the advice I would have liked to be given along the way, and that I try to give to my students. Here they are:

Invest in yourself and have fun learning! I decided that I wanted to pursue an academic career in tourism when I concluded my undergraduate degree. I immediately applied to a Master programme in Tourism Management and Planning and, after its conclusion, I enrolled in a PhD in Tourism. At the time, I applied to a very competitive research grant from the Portuguese Science and Technology Foundation, and I was very fortunate to receive it. This allowed me to dedicate exclusively to my PhD research. Not being involved in other professional activities provided the necessary conditions for me to study and to learn a lot during those four years. And it also taught me that a PhD is so much more than a thesis… it is a moment in time when we can invest in ourselves and increase our knowledge pool in many different areas of expertise. So here is my first advice: have fun learning and exploring many different types and areas of knowledge while doing research. Good research topics, paths and ideas often come from the intersection of distinct and eventually unrelated areas.

Be passionate about research and about what you research. This doesn't need much explanation, right? Research is hard, it is time consuming, demanding, it means moving forward and backwards many times. When you are doing research, you are extremely involved in a specific topic, and you will see related things everywhere. It is not a nine-to-five job; it is a way of life! So first, you must be very passionate about doing research, and second, you should be very passionate about what you research about. This is fundamental for you to be happy with your choice.

Cooperate and establish solid and productive networks. Despite loving research, there will be many times when you will not be able to do it alone. Hopefully, you will not do research alone after completing your PhD. For you to thrive and to build a solid career, you will need to establish or be involved in collaboration with your students, with colleagues from your institution, from other institutions, or from other countries.

It is proved that highly visible research outputs are the ones resulting from cooperation, so select a few colleagues and/or students in your field with which you like to work with and create a solid network for the future. Make sure that they are competent and, above all, good people!

Change the world! Nowadays, research only makes sense if it has a strong social impact. Contributions to science ate obviously always present and mandatory, but social contributions are increasingly important and relevant in tourism research. I cannot see any point in developing studies that will not have the potential to change a community's life for the better, being people, or businesses. Make sure that your research topics, the methods used, and the outputs have a strong social contribution. Moreover, find ways to monitor that impact and to make it last in the future.

Update on a constant basis. Specialise yourself in one or a few areas and be constantly updated about them, this will make you known and acknowledged in tourism academia. However, don't be afraid to research new, emerging, and exciting topics that motivate you and that will make you fulfilled.

Make a career plan and work to achieve it. Academic work is very well defined in terms of what you need to be involved in. Teaching and researching are usually the main academic duties, but there are other areas that faculty staff can be engaged, however... **Focus on what is important.** In an early stage of your career, focus on teaching and researching. Try not to be involved in other academic duties (such as management, coordination, and political positions). They will deviate you from what is fundamental when you are trying to thrive and to consolidate your academic path. This does not mean you will not do it later in your life...

Prefer quality over quantity. In a (academic) world where the moto is "publish or perish", this may be hard to implement, but trust me that, in time, you will collect the benefits. It is better to publish few papers a year in quality and reputable journals and conferences, than to publish a great number of manuscripts in lower quality sources.

This also means you should **learn about dealing with rejection.** Yes, many times your papers will be rejected, and your projects will not be funded. But this is part of academic life, and trust me, every single scholar has seen, at some point, their work refused. Learn from it and improve your research outputs accordingly.

Finally, my most important advice is the following: **make sure you have the right balance between work and family/social life**. And note that the right balance is the one that makes you happy and fulfilled and with which you feel comfortable. There is time for everything, so don't sacrifice one for the other. There will obviously be times of higher dedication to work, and this is also normal. It's ok, just make sure you also have times of higher dedication to family and friends. This balance is ultimately what makes you happy.

All the best and many success!

Filipa Brandão

118. Letter from Ilenia Bregoli

Dear future generations of tourism researchers,

It is an honour for me to write this letter and to contribute to this book. I have been working in academia in Italy and the UK for over ten years and over time I have identified some core elements that are at the basis of my daily work and that I would like to share with you in the hope that you find these words useful for your future career.

First of all, be passionate about your work. I believe that if you are undertaking a PhD now it is because you have passion for research and you would like to become an academic in the future, if this applies to you, embrace your passion and start your journey. However, remember that sometimes life takes us to different directions that we may have not planned (in the end it is what life is, unpredictable) and if one day you will decide that academia is not the place for you, then don't worry and make sure that whatever you do, you do it with passion.

Work ethically! This is not something to underestimate: unfortunately, it will happen that you meet academics who do not know what ethics is or pretend to be ethical in their words, but through their behaviour they communicate the opposite (but luckily these people are a minority in academia). Thus, I suggest you stick to your work ethic and never change it for pleasing other people or for publishing more. Indeed, you should remember that the academic world is small, people talk, and I do hope that you do not want to be known to be an unethical person. In addition to this, remember to carefully choose the people you are going to work with, even if they work in different disciplines. From my experience it is quite easy to know somebody (even in a different discipline) who can tell you if an academic has a dodgy reputation for lack of ethics: stay away from them! At the end of the day, I think that one of the most important things is to be able to look at yourself in the mirror and be proud of you as a person. As a good friend of mine once told me: it is not important the number of publications you have, what is important is the type of person you are. Words were no wiser than these.
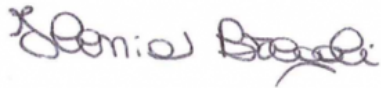
Don't forget your physical and mental wellbeing by dedicating time to yourself, your passions (outside academia) and your hobbies (probably from my contributions you guessed what my passion is). You should build a weekly routine in which you dedicate time to yourself for anything that gives you happiness and satisfaction, whether it be spending time with friends, exercising, learning to play a musical instrument, or whatever you like. I perfectly know that sometimes this is not possible for lack of time, work deadlines, etc. and sometimes it happens to me as well, the issue is when this happen constantly, how do you expect not to feel overwhelmed if you do not take breaks? Put yourself at the centre of your life and do not take excuses

for not dedicating time to you and ask yourself this question "do you live for working or do you work for living?".

Finally, remember to believe in yourself! In your career you may meet people who undervalue you and your work, my advice is not to listen to them. As the photographer Cristina Garcia Rodero said "You have to believe in yourself. No one else will". Keep those words in mind and do not get frustrated if other people do not believe in you, just make sure that you do it and your work will speak about you.

I wish you all the best in your future career.

Best wishes,

Ilenia Bregoli

The University of Lincoln, UK

119. Letter from Kelly Bricker

Dear extraordinary women researchers of our future,

I am grateful to have the opportunity to share insights and life lessons with you, in hopes you will do the same in your later years, but also to wish you well – as by now you are all a force to reckon with in the realm of tourism research!

Find and Maintain Passion and Perseverance

First, my philosophy in life has been to persevere no matter what the challenge…and putting my personal challenges into perspective is keeping this in check. My advice is to find a peace or balance in what you love and are passionate about. Learn to listen to your body and do whatever it takes to keep yourself healthy, in mind, spirit and physical fitness—without it we are generally less creative, productive, and happy.

I think by now you will be addressing the "wicked problems" facing all facets of society today. There won't be tourism motivated by culture, nature, and attractions, if we do not care for the environment that keeps us healthy. My guess is you will be driven by what we can do to help the planet, people, and economies around the world. Whatever the case may be, seek areas of research you are passionate about, you ponder about, and you seek answers for. We need those that care, that inflame, that find a way positively impact the world while we are on in it.

Build Friendships, Collaboration, and Community

Much of what has fueled my passion and perseverance, has been the ability to have friends who care about the same sort of things I do, and to build collaborations with those that don't. We need, require, and should support insights, perspectives and research that brings the diversity of perspectives to address challenges faced, and create viable, long-term solutions. Surrounding ourselves with like-mindedness, though often comforting and reassuring, and perhaps even validating, will not move the needle forward. Therefore, interdisciplinary teams will be useful and provide challenging ways to think, re-think, and think again about how to approach problems and find solutions.

Appreciate

I have not always taken the time I should to really appreciate the tremendous privilege it is to work as a researcher in an academic environment. While we have challenges, as in all professions, it is a place where we support our passions, study, learn, and help influence what happens in the world around us, and with

the next generation of leaders – such as you. Be mindful of this, as it may assist in getting through days of institutional bureaucracy, grading, and other aspects of our lives that challenge us.

Be Bold, Compassionate, and Kind

Please take a risk now and then, try something new, fail now and then – you never know when you might move the needle in a positive direction. Be compassionate and kind in all that you do, remember we are on this earth for such a short while, we never have the context for what others might be going through, so take every opportunity to understand with compassion and kindness.

Health, Family, and Friends

In the end, your health, family, and friends really matter. No one will ever pine on whether that last article was published, or what you did in your position in academe – what will really matter is whether you were able to sustain a life of health and well-being, build relationships, and help those around you live life to the fullest extent possible!

As I close, I will share a wonderful quote by Rachel Carson, from Silent Spring

> "Those who contemplate the beauty of the earth find reserves of strength that will endure as long as life lasts. … There is something infinitely healing in the repeated refrains of nature — the assurance that dawn comes after night, and spring after winter."
>
> —Rachel Carson, *Silent Spring*

Academic life is truly one of the best professions on the planet—we study or engage in what inspires us, teach what we love, and serve in many capacities in areas we find passion. What can be better than this kind of life—compared to many work activities of the world, we are truly blessed in our professional endeavors!

Vinaka vaka levu, or thank you very big!

Kelly S. Bricker

Hainan University/ASU Joint International Tourism College

School of Community Resources and Development

Watts College of Public Service and Community Development

Phoenix, Arizona, USA

120. Letter from Adriana Budeanu

Adriana Budeanu

Copenhagen Business School, Denmark

121. Letter from Christine N. Buzinde

Dear Future Generations of Women Tourism Researchers

The letter I write to you is a mirror image of the one I would write to my younger self, if I could travel back in time. I have learned over the years that our mentors are numerous, if we are present enough to see them, and their words of wisdom are plentiful, if our ears are receptive enough to hear them. As you enjoy this lovely compilation of letters of advice that partially comprises the project generously spearheaded by Sara and Antonia, my humble suggestion is that you take that which resonates with you in this time space reality and return to the rest when you are ready to be receptive to it.

My advice to you comes in the form of a little brown beautifully handcrafted leather pouch, the kind you would find in a non-descript souvenir store located on a far-flung corner of a quaint Western themed town. In it are three brightly colored stones whose resplendent beauty requires no description.

The first stone, earthy-red in color like the rock formations in Sedona, Arizona, is handed to you to remind you to take time to locate your internal true north for it will always ground you. An African proverb says that a tree with deep roots is not easily toppled by random gusts of wind but one with shallow roots will constantly fall and attempt to root itself elsewhere, each time losing time and momentum. Locating your internal true north will ensure that you are not susceptible to the pleas of others who may want you to become the image *they* have of you. For instance, this can take the form of a senior colleague who wants you to change your research trajectory based on what is fashionable/acceptable in the academy, or college leadership that ask you to change your identity as a scholar to align with the college's innovative new theme, or even a funding agency that requests that you align with their discordant values in exchange for access to funding. Some may say 'fake it until you make it' but my humble advice is that you constantly engage in the practice of locating your internal true north, your authentic self, so as to ensure that you do not lose sight of the version of you that you are proud of, the version of you that inspires you to greatness. The academy is a context wherein we are often explicitly or implicitly forced to unnecessarily and constantly measure ourselves against others and needlessly propelled to compete with others. If one does not take time to constantly locate one's true north, these processes, given their extrinsic nature, can result in a sense of flailing about, sentiments of loss and/or an existential crisis. Thus, my advice is that you pursue whatever contemplative practices that allow you to internally ground yourself so as to clearly connect to and

formulate a path that aligns with your soul journey or your intrinsic motivations. This alignment will lift you up when you fall, it will place you on the right path when you wonder in the wrong direction, and it will be what fuels you when you are in dire need of momentum. Complementary to this is cultivating a dedicated practice of self-care so as to replenish your beautiful intellectual self and ensure that you bring the best of you everywhere you go. Treasure your red stone and pass on the message once you have internalized it.

The second stone, turquoise-blue in color like the waters of Lake Louise, Alberta, is handed to you to remind you to use your true north as the locus from which to engage in tourism scholarship that will help you and help all of us make our communities more livable, more just, more equitable, and more empathic. Dare to engage in research that goes against the grain of mainstream scholarship, particularly if you feel that you have an internal passion and intrinsic motivation to bring it to fruition, for it will be nurturing to your soul and enriching to your mind. The related research outputs are bound to be novel and thought provoking which is what science is meant to do. Make no mistake, this path will not be easy but it will certainly be rewarding, in due time. Let your mind connect to your heart even if positivists may frown upon this centering of subjectivity because by so doing, you will manage to connect your research to issues that you are passionate about and that passion will light a fire of creativity in you that will fuel your career for years to come. You will find that when you are in a rut it is because you are working on papers/projects that are not soul enriching and yes at times those (soul draining projects) are necessary evils but ensure that you also establish a parallel line of research connected to the core of who you are. Treasure your turquoise-blue stone and pass on the message once you have internalized it.

The third and last stone, shimmering-yellow in color like the Colorado aspens in the afternoon Autumn sun, is handed to you to remind you to enjoy every single day to the fullest. We tend to erroneously simply identify as academics but there is so much more to us, so much more that needs to be given an opportunity to be cultivated. Do not let the academy consume your entire being. Go out and find hobbies, foster friendships outside the academy, read books that have nothing to do with your research, enjoy a trail walk and take in every bit of random detail embedded in your surroundings. Work to live, not live to work. Research by grief scholars indicates that when people come to the end of their days, starring death in the eye, they do not wish they published one more paper, submitted one more grant, mentored one more student. Rather, they wish they had spent more time doing things like spending unstructured leisure time with family and friends, enjoying more walks, sunsets, and/or well-cooked meals. So be sure to cultivate hobbies that bring you joy and foster friendships that make you laugh all while pursuing a fulfilling career. You are so much more than just an academic, live life! Treasure your shimmering-yellow stone and pass on the message once you have internalized it.

Alas friend, I hand you the little brown beautifully handcrafted leather pouch in which to store your wisdom stones. When next we meet, my hands will be humbly outstretched, my palms upwards and crisscrossed, and I will ready to receive whichever wisdom stone you may wish to share with me. From my heart to yours, I wish you a soul fulfilling life and a rewarding and grounding career.

Christine N. Buzinde

Arizona State University, United States

122. Letter from Blanca A. Camargo

To my fellow female Latin American tourism researchers

I wanted to study tourism since I was an undergraduate, but as it happens in our countries, my parents did not think tourism was a serious career choice. I had to wait until I graduated (in business management) to leave Colombia and pursue my dream of studying hospitality and tourism. I went to Purdue University for a master´s degree in Hospitality and Tourism Management, which opened the door for me to work in several hotels in Chicago. After a few years, I left the hotel industry to do some soul searching in Italy and decided to give academia another try by pursuing a second master´s degree in Tourism Management in the island of Sardinia and a doctoral degree in tourism at Texas A&M. I had a great mentor, Tazim Jamal, who has shaped my academic and personal life and without whom I would not be writing you this letter.

Upon graduation I accepted a position at Universidad de Monterrey in Mexico, where I have been for the past eleven years. These are some of the experiences that have helped me succeed in the Mexican academic environment, I hope you find them useful.

1) *Work in the industry*: No textbook will replace real experience and the feeling of sharing with students how things are done in real life, from making a staff weekly schedule to facing and solving ethical dilemmas at the workplace. I worked throughout two major city-wide worker strikes, I helped opening two major hotels, I had tough meetings with union representatives, I attended employees´ weddings and funerals, I had to fire people, I made lifelong friends. All these experiences increased my level of confidence and credibility in the classroom.

2) *Treat your students as your equals*: In our culture there is a power distance between students and professors that shape how we interact with them. I have taught mostly undergraduate students and I must admit they are my inspiration, my motivation, and my source of research ideas. As professors, we need to be humble, we are not as smart as we think. Treat them as your equals and they will respond better than your equals. Be their mentor and you will have great colleagues in the future.

3) *Have a voice, fight the system*: Women in Mexico and Latin American face gender stereotypes that affect how we are treated at work. Male voices and opinions are taken more seriously; we are supposed to listen, be soft, be quiet. We are often asked to do tasks that our male colleagues won´t do. Be comfortable questioning things that are not right, and most important be comfortable saying no to the things or tasks that do not help your development.

4) *Do research that matters*: Observe the world in front of you, be curious, read the news every day. There

are many things going on in real life that deserve your attention. Furthermore, our countries are plagued with inequalities and injustices which affect women and Indigenous groups, but our research tends to perpetuate they system that has created them. Dare to pursue meaningful, provocative research ideas. Follow your passion. Be involved in your community.

5) *Travel and enjoy life*: Meet new people, eat new cuisines, immerse in nature, get a massage. You deserve it and it will help you see tourism phenomena first hand.

I am writing this letter to you as the first full professor of the Business School at Universidad de Monterrey in Mexico and as a single mother of 6- years- old twins in the second year of a global pandemic. Achieving full professorship was not painful because I enjoyed the ride and followed my passion. You can do it too. This letter is for you, for my former students, and for my daughter should she decide to get in academia.

With my former student and now director of La Paz tourism board, Fátima Aviles.

Blanca A. Camargo

Universidad de Monterrey, Mexico

123. Letter from Anna Carr

Ko Taranaki raua ko Whakatere nga maunga

Ko Waingongoro raua ko Waima nga awa

Ko Aotea raua ko Mamari nga waka

Ko Ngāruahine raua ko Ngati Ruanui raua ko Ngāpuhi nga iwi

I sit and write this from the comfort and security of our Dunedin home during an alert level 4 Covid pandemic lockdown in Aotearoa New Zealand. The daffodils and magnolia are in bloom. There are tui, silvereyes and blackbirds singing in the trees. It's a cold, sunny day. I'm reflecting on my academic career and am writing this letter in a stream of consciousness.

I am an accidental academic. As an indigenous person, a Māori academic, I often wrestle with working in a western institution. Our Clocktower building and campus was partially built by Māori who were imprisoned for being active in the 19th century Taranaki land rights movement. An ancestral family member was one of those prisoners. For me, being an academic at Otago is a political act. Academia has opened doors for our family to reclaim knowledge about the past. Our family's involvement in tourism goes back 5 generations to my great-great grandmother, Te Paea Hinerangi, who was a guide in the Rotorua lakes region in the 1880s. Our family involvement in academia was non-existent until I was the 'first in family' to go to University.

I had a magical, loving, childhood. My parents were skiers and trampers (hikers). When I was 3 months old they shifted from Taranaki to manage the Skotel (a ski hotel) on the slopes of Mt Ruapehu in Tongariro National Park. What fun for my sister and I – we were free range children tramping and skiing in a wonderful part of the world. At the age of 16 I announced I wanted to be a ski instructor and to my surprise my parents sent me to boarding school. On reflection they wanted me to spread my wings to consider other careers and to see the world. My mother died young and my father didn't travel beyond Australia until his 70s when he took up backpacking with enthusiasm. With their encouragement I was the first to attend a university

where I studied art history. After graduating I lived in Aoraki Mt Cook National Park for ten years working for the national park service and in our fledgling, family mountain guiding business.

On shifting to Dunedin in the mid-1990s, family business #2 was born – guided sea kayaking – but more importantly so was daughter number 2. I enrolled part-time in postgraduate tourism studies to inform our business's marketing plan and the course of my life changed dramatically. I loved the papers and was awarded a PhD scholarship. My youngest daughter started school the same day I started as a tenure-track lecturer at the University of Otago. I could count the female professors working worldwide in the discipline of tourism studies on one hand (so times have changed). My first experience of overseas travel, apart from work trips to Australia and a summer in Antarctica, was to attend an ATLAS conference in Portugal. Hazel Tucker helped me overcome my fear of flying so far away from my children (thank you Hazel!). Research enabled me to pursue my interests in nature, adventure and heritage whilst collaborating with inspirational colleagues. Here is some advice from my years in academia (irony – of course I am still seeking advice and have enjoyed reading the letters in this volume).

Work to live, don't live to work. Weekends are for family and yourself. In my first decade I juggled work and family, sacrificing weekends. I'm surprised I didn't burn out. Possibly I did, without realising. I rarely work weekends now – I am more selective of what I take on and start my work day early as I can't burn 'all-nighters'. Some weekends, work is required, for instance when on field work. Attending weekend graduations is a celebration.

Do nurture interests outside academia. Be creative, sporty, adventurous, musical, artsy, garden or home focussed. I have had a secret life as a yoga teacher that isn't shared with colleagues (until now). My daughters are close by (they thrived despite an academic mother and lead strong, creative lives). My three grandchildren are joyful distractions and reminders of what life is really about!

If you're unhappy then do consider other pathways. Confession time – there were several times I felt stretched by work demands, publishing deadlines, ill-health/surgery, caring for grandchildren and my aging father. Counselling informed my decision in this 'should I stay or should I go" era. For me the pros outweighed the cons. I stayed to enjoy my career again after that bumpy year. But if you are unhappy for a sustained period of time don't be afraid to make a considered leap away from academia. Female academics who have left to set up wonderful businesses, or for fulfilling employment in government sectors or other academic roles, appear content. Others are healthier, happier people. I still consider myself an accidental academic but I am never bored in this career.

Mentor others: When you are ready do mentor others (male or female or they) via your University mentor programme (if there isn't one join forces to set one up!). Join the union or an on-campus support group that includes academic and non-academic staff. Enjoy the informal mentoring of TRINET and social media platforms such as WAIT (Women Academics in Tourism).

Make time for others: Listen. Accept invitations. Offer invitations. Share lunch or tea breaks with friends and colleagues – even if it's only once a week (at a minimum!). Remember some of your students and colleagues left their home countries to be there – it can be lonely – share your time with them when you can. I need to do more of this.

Serve: The flexible work environment of academia means we can undertake stimulating service roles that help your community. Service is where we can make a difference. Find a service role where your expertise and non-academic interests align (a conservation, community or heritage organisation – or an academic service role may suit you more).

Get outside – seek sunshine: I wear a Fitbit (I hate gadgets but this is a good one for academics) and if I haven't hit 5000 steps by 1pm I take a walk (even if its just 20 minutes) outside in the sun (hopefully – it is Dunedin). On rainy days I walk the building or do office yoga. There are occasional teaching days where I'm deskbound. Your future posture and cardiovascular health will thank you for it.

Respect your culture, and others: There have been moments where I've experienced racism – inappropriate comments, ignorance, requests to 'sing and dance'/lend my pounamu (greenstone) to a colleague, etc. I respond by retreating into silence or my office as my parents were pacifists – but I am enraged when the same happens to others and find my voice then. Please be kind. Learn about other cultures. Learn another language.

The past 25 years in academia have flown by. As I consider retirement years I juggle working and travel back to Te Manuhana the Mackenzie basin, where our land is. There we plant trees and visit my elderly father (in his 90th year) as he refuses to leave the mountains he loves for 'old age' in Dunedin. We are fortunate to have careers in academia. It is hard work but the opportunities for travel (even domestically), the intellectual stimulation of teaching or supervising students and the flexibility to choose our research agendas are a privilege. Most of all it's the collegiality and friendships that have developed with other scholars or community members that I have enjoyed most. There may be challenges but so be it. I'm lucky to have spent my entire academic career in a department where many of the staff and fantastic students are friends. Children are welcome in our department. Going to work is something I look forward to.

Arohanui, Anna

124. Letter from Inês Carvalho

I am still an early career researcher. Although I do not have extended experience in the field, I am going to share with you my reflections on academic life up until now, with a focus on how I am managing my life as a researcher. Maybe you are very different from me, so some of this advice will not apply to you. Or maybe you identify with me, and this advice will be helpful for you:

- Collaboration is crucial in academia. Find someone who you enjoy working with and collaborate. This is positive in so many ways. Not only will your productivity increase, but you will also learn a lot. If you are collaborating with the right people, you will also develop meaningful connections and make friends, which will make academic (and non-academic) life more fulfilling.
- It is crucial not to collaborate with the wrong people – run away from lazy and irresponsible people – and avoid opportunists like the plague.
- Time management is essential – don't waste it in pointless meetings, don't waste time in unnecessary things. Plan. Plan ahead. Plan. Use your time wisely.
- At times, academic life can get really demanding. It is important to maintain balance:
  - I try to work out every day in the morning. Usually, my morning workout consists of yoga. Sometimes I ride my bike on weekends. When I am more energetic, I cycle all the way to the university;
  - I try to have a balanced and healthy diet (but I don't obsess over it);
  - Even if I am a poor sleeper, I try to respect my sleeping hours and rest as much as I can during those hours;
  - I sometimes meditate. I think that this is an awesome practice that greatly contributes to mental balance. I love experiencing that deep sense of calm. I should have the discipline to meditate more often.
  - I have family and friends who I love spending time with. I make sure that I have time for them.
  - I save time for the things that I am passionate about.
  - I have learned that sometimes it is important to say "No". Unfortunately, time is a scarce resource. Accepting to do everything, and then feeling miserable because of your decision is not wise or healthy. More important than accepting all collaborations is to do things well when you do accept to collaborate with someone. This is what will give you a good reputation.
  - Stress is a trigger of autoimmune diseases. You do not want those in your life.

For me personally, it is important to keep the passion alive. I want to live a life in a way that brings me joy.

Although I am resilient to accomplish things even if I am not passionate for them, I really strive to have a life that I love. These are some of the steps I have taken towards...

- ...a more fulfilling career:
    - ◦ o Doing research on topics that I am passionate about. After more than ten years of doing research on gender, I felt the need to do research in other areas. One of my biggest passions is languages. Right now, I am doing research primarily at the intersection between languages and tourism together with other researchers. Here is a video where I present one of these papers in 10 languages: https://www.youtube.com/watch?v=geW478sedkU&t=194s
    - ◦ o Not being afraid of doing research in areas that I am interested in, regardless of whether these are popular or not at the moment. Being one of the first people to write in a certain area is more likely to make you popular as a researcher when that area eventually ignites. Granted, it is also a risk because the area might never ignite. Regardless of that, I want to be "alive" while I am doing research, instead of feeling that I am just assembling paragraphs and ideas.

- ...a more fulfilling life overall:
    - ◦ There are many things in life that I am passionate about, and I make sure that I also dedicate some time to them. I cultivate creative and enriching hobbies whenever I can:
        - ▪ I love languages. I speak several languages fluently and others not so fluently. My aim is to be able to become at least conversational in 11 languages. I am not far from this goal. でも日本語は簡単じゃないです。
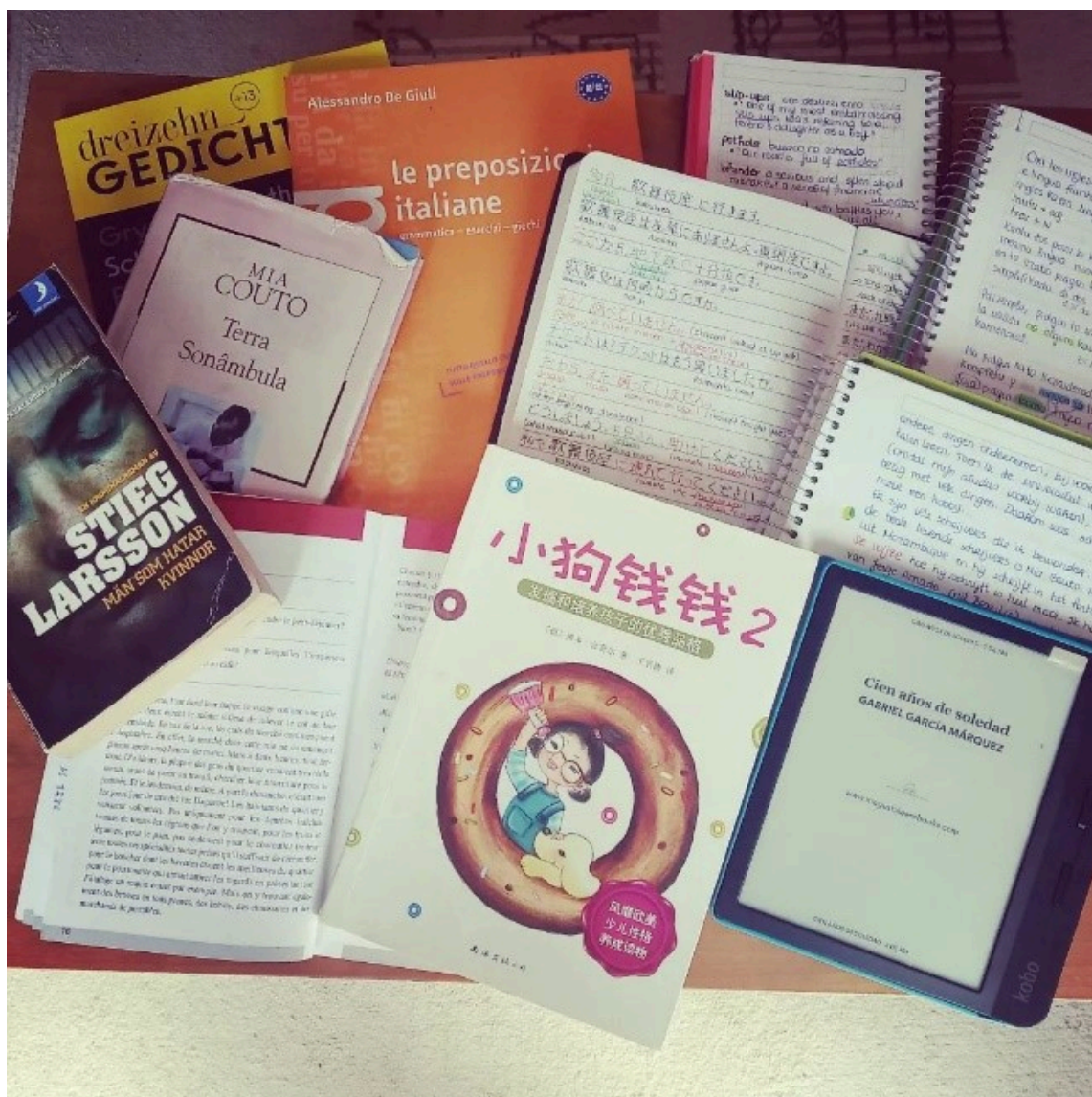
▪ I regularly organize language exchange events that bring together migrants and locals. I get to improve my language skills while meeting new people and making new friends. I always feel so happy afterwards. That kind of happiness that I felt when I was a child returning home after a whole afternoon of playing outdoors with my neighbors.
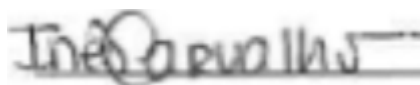
- I love painting and colors. I am not particularly talented, but it feels so good to paint.

Up until now, I have not felt that being a woman has held me back careerwise. I should add that I have not yet become a mother. I am sure that my ambitions have led me to postpone decisions concerning motherhood. I am also sure that having family responsibilities will change my ideas on some of the things I have written above. But right now, this is my take on academic life. My career is a huge part of my life, but there is certainly life beyond my career – and I also want to live it.

All the luck for your career and your life!

Best wishes,

Inês Carvalho
Universidade Europeia, Portugal

125. Letter from Donna Chambers

Dear women scholars in tourism,

As I write this letter, we are about 16 months into one of the most devastating crises that we have faced in our lifetimes – the Covid-19 pandemic. As women in tourism academia many of you have gone through extraordinary struggles juggling caring responsibilities for children and/or ageing parents while still trying to maintain your full academic responsibilities of teaching, research, and administration. It can hardly be contested that in general, women have suffered more during the pandemic than their male counterparts. This last year has also brought to the fore continuing racial strife, made more poignant since the murder in the United States of the Black man George Floyd by a white police officer, an incident that was broadcast live to the entire world through social media channels. Since then, there have been many demonstrations and cries for equality and justice for Black, Indigenous and People of Colour (BIPOC) in the United States and beyond. As a result, many institutions including universities have been forced to reassess and to reckon with their own past and present policies and practices as they relate to issues of racial (in)justice and we have seen some incremental changes. And to add to this, many more are acknowledging the reality of the climate emergency as heatwaves, floods and forest fires have become more prominent. I would argue that never have the 17 UN Sustainable Development Goals (SDGs) been taken more seriously! But I would also argue that transformational change in all these areas remains a long way off.

Against this rather depressing backdrop I have thought a lot about what I want to communicate to you at this moment. There are so many thoughts going around in my head and I have had so many experiences in tourism (in the public sector, in academia and as a tourist) that it is difficult for me to narrow things down into a necessarily brief narrative especially in the midst of all that has happened over the past months. But the deadline for me to submit this piece is fast approaching and I am panicking as I hate missing deadlines albeit in the past couple of years this seems to be becoming a habit! What I present below are essentially my personal reflections as a Black woman academic in tourism that I hope many of you will find useful – I don't want to appear as if I am providing 'guidelines' on how to navigate the landscape of tourism academia as I recognise that we all come from different personal, socio-cultural, economic and political contexts. But there are nevertheless some things that we have in common as women tourism scholars. I thought it necessary to describe myself as both Black and woman as these are essential to the way I identify myself and both have been central to my lived experiences in tourism academia in the United Kingdom (UK). So,

what I narrate below are what I would deem to be ruminations which might, arguably, be of some value to you.

But first a bit of background about me. I am currently a Professor of Tourism at the University of Sunderland in the UK. I am however a native of Jamaica, but I have studied, lived and worked in the UK since 1998. Throughout my academic career I have researched and written on many issues including heritage, race, sexuality and gender and how they relate to tourism. I would describe myself as an inter/post disciplinary academic as I draw on different fields of study to inform my understandings of tourism. That said, my philosophical and methodological approach lie firmly in the family of critical tourism scholarship. I remember the first Critical Tourism Studies (CTS) Conference that I attended in Dubrovnik in 2005. I couldn't believe that there were scholars in tourism who adopted such critical approaches in their research and pedagogical practices and that coincided with my own research and personal values and ethos. Over the years I have rarely missed a CTS conference and I realise that I do rely on these gatherings for academic renewal when the pressure to conform, to fit in, at my own institution becomes overwhelming. I was very proud to become a Professor in 2016 and indeed I understand that I am the first Black person who has been a professor at my university, regardless of gender.

On the one hand this made me feel very proud but on the other sad and disappointed as it took until 2016 for this to happen at my university. But my university is not unusual in this as according to a study done by Nicola Rollock titled *'Staying Power'* published in 2019 there were only 25 Black (of African and Caribbean heritage) female professors in the UK at that time out of a total of over 18,000 professors. Apart from myself I was hard pressed to think of any Black women who were professors in the field of tourism here in the UK. And this situation persists at the time of writing this letter to you.

I felt lonely and pressured to perform in my new role as Professor and Faculty Research Lead not only for myself but also for all the Black women in my profession – I didn't want to 'let the side down' believing that if I failed, it would not merely be seen as a personal failure but a failure for all Black women, a situation which I know does not exist for the majority white, male professoriate. But I also felt pressured because of what I perceived to be a disconnect between my own values and that of the increasingly neo-liberal academy. I felt that I was constantly fighting against a system which values quantitative 'Key Performance Indicators' and dismisses qualitative measures which are more intangible, thus disadvantaging women and people of colour who often taken on additional administrative loads on committees including those devoted to 'Equality and Diversity.' I felt that I was constantly fighting against institutional values which dismiss the arts and humanities as irrelevant for graduate 'employability'. I felt that I was constantly fighting against superficial measures implemented to address intersectional inequalities including that between race and gender. I questioned how I could possibly mentor early career academics to thrive in a system which I increasingly did not believe in for would they not say: "you are a hypocrite as you have achieved your Professorship in this system so why shouldn't we?" So, I felt this dissonance often quite viscerally and felt exhausted by it. While I have grown in confidence over the years since my professorial appointment in 2016, I still struggle to shake off these feelings.

I have found that it is difficult to talk about race and racism at universities including in tourism departments as many people either deny that it exists or pretend to be colour-blind, thus negating racial and ethnic differences which disempowers people of colour. I have outlined this background as it is important for you to understand what influences the thoughts that I wish to share with you below about how I have survived as a Black woman in tourism in a predominantly Anglo/Eurocentric environment:

Be fearless – do not be afraid to speak out despite often being shut down. While this can often be exhausting, I believe it is necessary as it were to respectfully 'speak truth to power' in your own institutions. Being fearless means adhering to your own values as a woman academic in tourism while still being open to innovative ideas and new ways of thinking. Being fearless also means not being afraid to apply for promotion or desired positions – we always feel that if we don't tick every single criterion then we should not apply for a new role or a promotion. You don't have to tick every box! Be creative in writing your application

or in making your case and don't be afraid to ask for help from those who have been there before and who can act as 'critical friends'! And this latter leads to my next point...

Foster a support group – this can be within or outside of your own institution. Having critical friends who support you and who share your triumphs and distresses is very important – you can't do it alone! This does not have to be a 'group' – it can be one or two people and they can be friends and/or family members.

Drive and determination – know what you want to achieve and pull out all the stops to achieve it. This is linked to being fearless which I mentioned above. Drifting along and having no sense of purpose is antithetical not just to your academic development but to life in general. But be careful as the ends don't justify the means! Don't trod on others to get to where you want to be but ensure that you live in peace, love and solidarity with other women academics.

Don't feel that you always have to speak for your entire race or ethnic group – As a Black woman I have done this and take it from me it is exhausting and can lead to emotional trauma. Protect yourself!

Research and seize opportunities – I think you need to be ready to research and to seize opportunities when they arise. If you are getting nowhere in your existing institution/ department or if their policies and practices are incompatible with your own, and are detrimental to your mental and physical health, then explore options elsewhere! Of course, I do acknowledge that not everyone is mobile due to family or other commitments but if you can, be prepared to move! But it is important to do your research first – ensure that any new institution that you are considering shares your values and ethos and will be a nurturing and safe space for you.

Nurture your life outside of tourism academia – I am sorry to use a cliché here, but it is not sufficient to just be alive, you also have to live. Remember to pay attention to nurturing your life outside of academia. Make time for your friends and family and the people who care about you. Make time for leisure whatever that might look like for you. Working all the hours of the day and night is a recipe for disaster and benefits no one.

I would like to leave you with an excerpt from a poem from one of my favourite writers, poets and academics – Audre Lorde – whose words always nourish my soul – I hope they will do the same for you as you continue along your academic journey through our tourism worlds:

And when the sun rises we are afraid
It might not remain
When the sun sets we are afraid
It might not rise in the morning

When our stomachs are full we are afraid
of indigestion
When our stomachs are empty we are afraid
We may never eat again

When we are loved we are afraid
Love will vanish
When we are alone we are afraid
Love will never return

And when we speak we are afraid
Our words will not be heard nor welcomed
But when we are silent we are still afraid

So it is better to speak

Remembering
We were never meant to survive.

<div align="right">(excerpt from a *Litany for Survival*, Audre Lorde)</div>

One love,

Donna Chambers

Donna Chambers

University of Sunderland, UK

126. Letter from Noga Collins-Kreiner

Be a pilgrim!

A **pilgrimage** is a journey, often to an unknown or foreign place, taken by a person seeking new or expanded meaning about him or herself, others, nature, or a higher good. As such, it can lead to personal transformation.

1. Follow others but keep your own path.
2. Believe in what you do.
3. Be flexible.
4. Keep on moving (no matter what happens along the way).
5. Try to have an impact (on society, on your field, on the community) – this is all that is required from pilgrims on their academic journey.

My Academic Pilgrimage
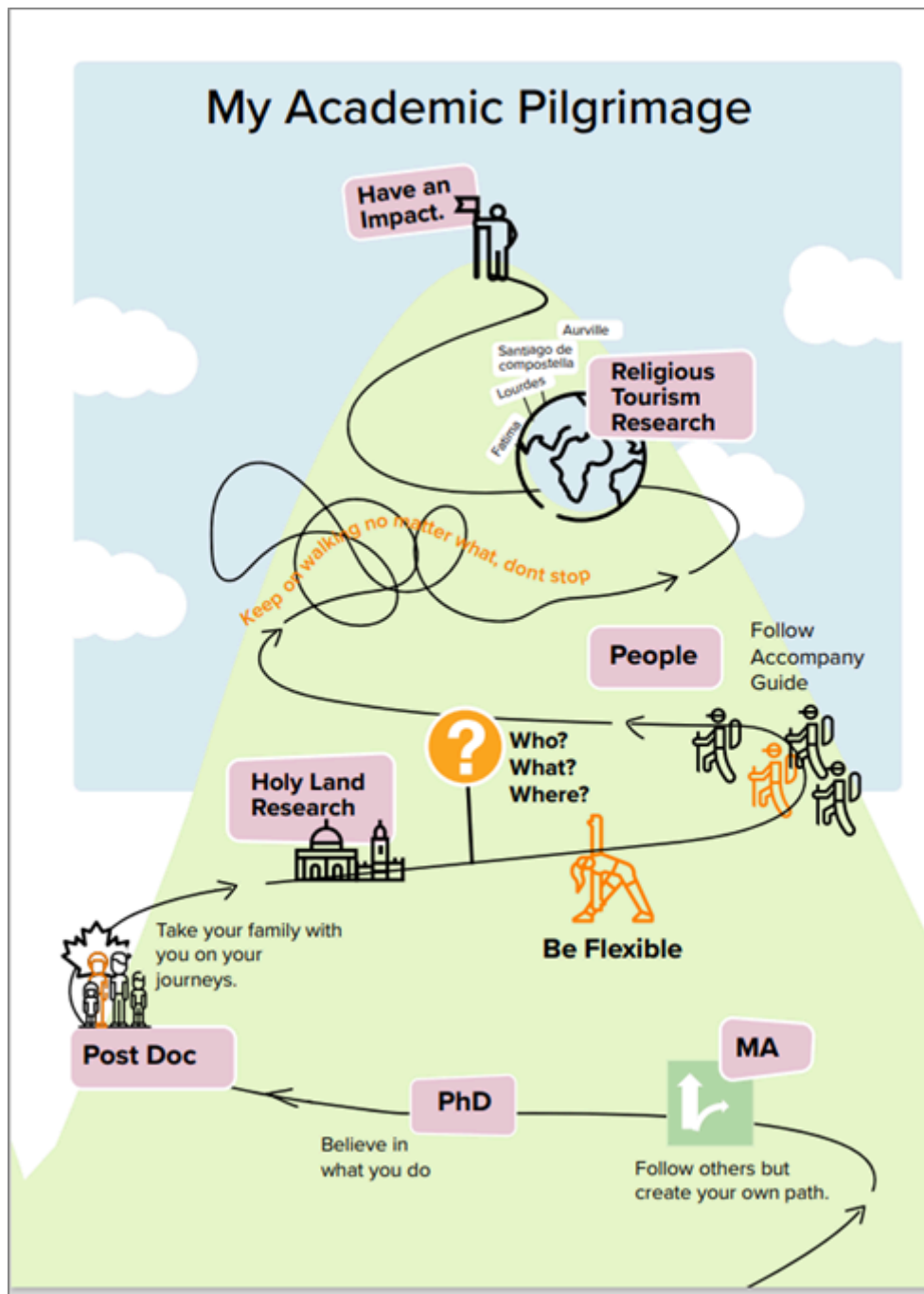
Good Luck on Your Journey!

Noga Collins-Kreiner

University of Haifa, Israel

127. Letter from Antónia Correia

Dear ladies,

I am sending to all of you a breath of hope from my land, the land where all is not allowed.

I was born in Portugal in 1966. We were in the middle of a dictatorship and the best way to describe the status of women in the Portuguese society at that time was "NOT ALLOWED".

Until 1974, women were not allowed to travel abroad without the authorization from their husbands.

Women were not allowed to take contraceptives without the authorization from their husbands.

Women were not allowed to vote.

Women were not allowed to have a career in the Judiciary, Diplomacy, the Military or the Police.

Most women were not allowed by their husbands to have a work.

In this land of "NOT ALLOWED", where our role was to please the husband, I grew up willing to counter these beliefs. I learnt how to sew socks, but I never did it; I got married, but I moved to another city to work just one month after my honeymoon. And yet, I am still married to my husband. When I finished my PhD in 2000, I was 34 years old and already with very young ladies while women got the majority in my house at the University men have the majority; my Jury was composed only by men.

Today, I have three kids and I teach Microeconomics and Tourism Economics. I mix my professional and personal life all the time, and yet I have the respect of my family.

Life has not been easy. Signs of discrimination are everywhere; nevertheless, me and my family were able to create our own bubble of a happy life. I redrew the land of "NOT ALLOWED" into a Family Land, where the sky is the limit.

I am a dreamer and I know that even if I never sewed socks, I am a rich person. When I realized that I would not be rich, but that I could be a very rich person, I started researching about luxury... at least I could dream of being rich even if I was not. This was the ingredient to surpass the life challenges I have to face... when I know I could, but I shouldn't, I start to dream about it and to research.

I am always looking for new concepts and traits, essentially in the fields of psychology, sociology and economics. Against all the odds, I kept on writing and researching at my own expense, after all, research is curiosity and a kind of lifestyle.

Even with the adversities I faced along my life, I still have lots of motivation and an insanely positive attitude to keep moving forward and looking for new ideas.

My advice to you to become a good researcher is this: There is no recipe for becoming a good researcher, but these are some of the ingredients...
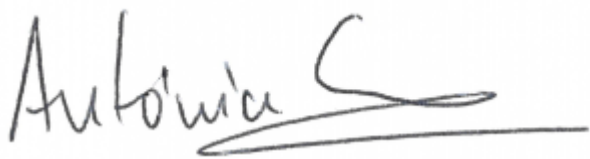
Be "crazy". Have a creative mind. Be persistent and hard-working. Track new concepts on other disciplines and apply them to tourism. Try to improve these concepts by adding something new. Be modest. You know nothing compared to what you have to learn. Do not be afraid to make mistakes as long as you are willing to correct them. Your mission is to share knowledge and there are no free lunches so share what you know. You will never be rich in research, but you could be a celebrity (a rich woman).

And last, but not least:

Leave out the insularity of the tourism community, giving back to your mother disciplines what you learn within tourism (Jafari, 2008).

And be happy, as knowledge is the best ingredient to feed your soul.

Best wishes

António Correia

University of Algarve, Portugal

128. Letter from Kate Dashper

Dear future generations of women tourism researchers,

I am honoured to be asked to write this letter to you, and to read and share all the thoughtful advice and inspiration of my fellow authors. This illustrates one of the ways in which academia can be amazing – we can come together in a supportive and collaborative environment to enable each other's success. It's not always like this, and I'm sure you will have heard many more negative stories. But academia does not need to be a toxic space and it is us up to all of us – academics at every stage of our careers – to try and shape the world we want to live in. It is in this spirit that I raise these issues for you to think about.

Focus on something you are passionate about

Work takes up a huge proportion of our lives, and research is a demanding and consuming task. You should try and expend these energies on things that matter to you. I have been able to combine aspects of my hobby – horses – with my tourism research and this has led me to greater insight about my own passion, as well as ensuring that my fieldwork is interesting and exciting for me. It won't always be possible to combine hobbies and research, and some of the work we do is just not that exciting, but do try and find something you are passionate about to study as this will help you feel inspired and enlivened by your research.

Build supportive networks

If I had to identify one thing that makes academia a great career for me, it would be the people I have met through my research. I consider myself very lucky to have a fantastic network of supportive and incredible academics (mostly, but not exclusively, women) to collaborate with, bounce ideas off, laugh with and sometimes moan (even occasionally cry). Academia is very individualistic and competitive but finding a good support network is so important to navigating the pressures of your career and enjoying the fun times – often at conferences!

Stay true to your values

I am happy to work on a diverse range of topics, using different methods and theories as appropriate, and with lots of different collaborators. What I try to maintain within this is a commitment to my core values

– to try to advocate for those on the margins, to actively resist exploitation and to be as collaborative and supportive as I hope other people will be with me. Whatever matters to you, stick with it. Be the kind of academic you want to see, act to others in a way you would be proud to tell people about, and then you can stand confidently by your work and your reputation.

Remember, work is not everything

After my PhD viva (defence) my university put on a formal lunch for me and my examiners. I can't recall much of what we talked about (being relieved but exhausted!) but I do remember the external examiner's advice: don't let work take over everything. As academics, we never feel like we are finished or fully up to date. There's always more to read, a paper to work on, a grant to submit. We never feel like we have done enough. But often we have. It's important to take breaks, give yourself some time off to relax and enjoy the rest of your life. We study tourism, but sometimes we should also just switch off and enjoy being tourists ourselves. Our work is important to us, but so are our families, friends, hobbies and our own physical and mental well-being. Try and maintain some perspective and safeguard your downtime.

We can learn so much from each other and I hope you find this resource useful and inspiring. Ultimately, though, you need to find your own way so trust yourself, connect with other people and try and enjoy what is a privileged opportunity to be a tourism researcher.

All the very best,

Kate Dashper

Kate Dashper

Leeds Beckett University, United Kingdom

129. Letter from Suzanne de la Barre

Dear future tourism researcher colleagues …

I want to do it all over again!!!!!

I know it's true that not everything I've done that led to my very satisfying later-in-life career as a tourism researcher would work for everyone (I completed my PhD at 48 years of age); having said that, what follows are a few approaches that worked for me. Agree or not, they are 'principles' of sorts that might provide some insight into ways of developing your future career (and support you having fun along the way)…

Take a few risks that will satisfy the experiential value associated with what you do for employment. I had the good fortune of not having a lot of pressure from any external forces telling me I had to focus my employment choices on 'career development' trajectories (thank you especially to my parents, Pat and Ken); not having to oblige that requirement left open so much room to explore and enjoy many lives. In the end, everything I've done has provided me with long-lasting skills and knowledge (even or maybe especially my 16 seasons as a remote wilderness camp cook). It's important to have fun along the way. So my advice is to try and avoid focussing exclusively and always on the financial reward or the CV bolstering entries you will gain from what you choose to invest your time and energy in.

Try not to despair too much over grades (but keep trying to enhance your achievement if 'good' grades are difficult for you to achieve). Grades are an institutional requirement, but they are a poor assessment of what students learn and know. I believe there is more pressure for students today then there was when I was doing my undergraduate degree in the 1980s. However, many around you – peers, instructors and employers – will know that poor/low grades are not necessarily reflective of what you can do now, nor are they a reflection of the potential you can achieve in the future. I barely scraped through my undergraduate degree! Thankfully I did not let that deter me, nor impact my love of learning. I loved learning in a university and so I persisted – and I had much greater success in my graduate work.

Don't believe anyone who tells you the Social Sciences, Humanities and Arts are not valuable streams of study. Just don't believe them. They are wrong. Period. Still sceptical? Read this: Job ready university degrees may not be the tertiary education solution we are hoping for – ABC News Find more to read and engage with on this topic so that you can balance out the weight (increasingly) held against these ways of knowing … It seems to weigh heavier against them every day. The world needs people who want to engage with different ways of knowing and doing, and who can manage/navigate/embrace the ambiguities life presents. Complex problems require creative thinkers! AND, just in case you were not aware, there are some cool jobs/careers available with this kind of university education background.

Strive to understand who you are, and what you can do with your life. But don't let your 'conclusions' stop you from seeing yourself differently, or doing something unexpected. Surprise yourself.

Purpose is useful. And it's useful to let purpose evolve and be dynamic across the life cycle. It's also possible you won't always know what your purpose is. That's ok too. But keep thinking on it. It's a super exercise, whatever the results.

Explore the world – be it the world around you, or the world inside you. And it's best to explore both! Modern day adventurers exist. You don't have to travel far (neighborhoods will do!), and you certainly don't need to conquer what you explore!

Make and keep your friends across the lifespan. Friendship is the most undervalued relationship we enjoy. Value your friends and what friendship can mean to your quality of life and overall well-being.

Enjoy the ride. Create the kind of life that might make you want to do it all over again.

Suzanne

Suzanne de la Barre

Recreation and Tourism Management, Vancouver Island University, Canada

130. Letter from Estrella Díaz Sánchez

Dear brilliant ladies,

My academic and research career has been guided by a series of fundamental principles that, I believe, should be transmitted from an early age to spread the value of science. In general, 10 basic principles to achieve successful women researchers in tourism.

Principle 1. Creation of admiration for the transmitters of scientific disciplines with an important role of mentors. I consider that one of the main privileges that the Academia transmits to us is to be able to develop an admiration for fellow researchers. I believe that it is very important for other researchers to have the ability to learn both from their own experience and of other peers.

Principle 2. Collaboration and creation of synergies. Reaching further as a team than can be achieved individually. To this end, I firmly believe that collaboration and synergy are needed between researchers from different fields, bodies, and national and international institutions.

Principle 3. Multidisciplinary and diversity aspects in the studies developed. The multidisciplinary aspect and diversity are central concepts in research. It is important to guide other people, to have synergy between different researchers and areas as well as to be able to work as a team. It creates bridges of collaboration between academics and researchers. I have performed roles in management, research, and teaching for more than sixteen years, so I will endeavor to transmit my experience to the young women academics in tourism. This is an important contribution I hope you incorporate to the Academia.

Principle 4. Promotion of professional scientific careers with an important role of scientific outreach and dissemination. The diverse outreaching activities, community involvement, investment in research, and development are essential. The promotion of professional scientific careers (in schools, high schools, and universities) enables potential researchers to design, create, develop, and undertake new and innovative projects, to work both as a team and independently and to seek solutions to the major problems facing society in all areas. This development of the scientific career is especially difficult for women within the context of tourism.

Principle 5. Training and critical thinking, being continuous learning the driving force for progress in

society. It is very important to improve the scientific education of the women to foster critical thinking. The creation and popularization of scientific culture can be done through different formative actions, communication, and diffusion.

Principle 6. Motivation and passion for the work. In the research field there are no hours of work, but hours of dedication to a field that you are passionate about.

Principle 7. Intensification of leadership activities, which will lead to independence as a researcher. The managerial activities, teaching, and research experience, focused on the international field, act as a reference for future generations of women who want to lead projects and research within the field of tourism.

Principle 8. Generate self-confidence and set personal goals or challenges. It is important to believe in ourselves and in people. It is necessary to work with constancy and perseverance and to have confidence in ourselves. Moreover, it is important to be demanding in the work carried out, to try to create successful research. On the other hand, it is crucial to step out of your comfort zone and set yourself challenges and goals.

Principle 9. Determination, discipline, work, and dedication are the keys to success. Future women researchers in tourism should know that the research career must always be mediated by determination, discipline, work, and dedication. Satisfaction follows effort and tranquility follows conquest. Research is an act of generosity. The aim of the research is not to know more but to find answers from science and to transfer knowledge to society.

Principle 10. Humility and respect towards our colleagues. I firmly consider that academics must be competitive with themselves, but not with others. It is essential to be a good and humble person, to help those who ask you for advice, and to disseminate your research so that other researchers and society are aware of it. Along with humility, kindness is an important factor in creating powerful and lasting human relationships. The principles of respect and responsibility are inherent in any academic and research career, being a fundamental axis for our own path. These fundamental values must be transmitted to young women scientists.

I would like to end with a quote from the researcher Marie Curie so that it will always be with you in your scientific career. In this quote she stated:

"We must have perseverance and above all confidence in ourselves. We must believe that we are gifted for something, and that this thing must be attained."

Marie Curie

Best wishes,

Estrella Díaz

Estrella Díaz Sánchez

University of Castilla-La Mancha, Spain

131. Letter from Diana Dias

My lovely women of the future,

Our voice must be heard and resonate in the heart of the world!

In a world of permanent change, we women are the engine that transforms and shapes it. From us, humanity is born and with us humanity is formed. We have the privilege of conceiving, protecting, nurturing and giving birth to a being that, as well as being ours, is an independent entity, master of its own existence. In addition to conceiving a human being, it is up to us women, for nine months, to create the conditions for our child to develop, be formed and prepared to live without us. In us, but for them.

Then it is up to us to educate our children throughout their lives. And educating is simultaneously the most difficult, most challenging and most important task in the world. There is no instruction manual for being a mother, because it would be a work in constant change, added to, revised and never finished, just like life is. Because teaching how to live is a constant challenge, dynamic and never mastered. To be so sure of anything is a fallacy. It is in constant doubt, in the permanent exploration of the world that we find paths, but never ends.

Can we be the best mothers in the world? Hardly, no matter how hard we try. We can be, most of the time, the best mothers we can be, at that moment, in that situation of life.

Being a mother and being a teacher and being a researcher are not such distinct roles in life.

As teachers it is also up to us to create the conditions for their students to develop, to shape and to prepare them to live without us. But, just like children, they take a bit of us and we keep a bit of them. It is also up to us to educate students far beyond the classroom. And educating, students or children, remains simultaneously the most difficult, most challenging and most important task in the world. And here too there is no instruction manual for being a teacher, because every knowledge we share is a changing, added, revised and never finished knowledge, just like life is. Because it is not up to us just to teach, but to educate which is much, much more than teaching. Just as our ultimate goal will never be to teach, but to promote student learning. What is the point of teaching well if they learn badly?

Because to teach and to learn is a constant, dynamic and never mastered challenge. So is research. Because it is also a mistake to be certain in research.

Because it is in the constant doubt, in the permanent exploration of the world that we find paths, lights, hypotheses, but never certainties.

Because it is in research that we realise the value of humility. The researcher must be humble, since without humility he will not be aware of everything that may contradict his supposed certitudes and, without this attention, he cannot evolve, he cannot continue to doubt.

Will we manage to be the best researchers in the world? Just like being the best mothers in the world we can hardly be the best researchers in the world, no matter how hard we try. We manage, most of the time, to be the best researchers we can be, at that moment, in that circumstance of life.

We manage, at best, to provoke experiences, to provide happy moments or moments that create memories and touch the innermost part of the other person, making them grow, develop, become masters of themselves, of their experience and of their world.

And teaching and investigating Tourism can be even more challenging. Because teaching Tourism is sharing knowledge, developing skills and helping to create a portfolio of values and attitudes that contribute to training highly qualified professionals precisely to plan, create and implement happy moments tailored to each one. Teaching Tourism is teaching how to provide others with the moments of relaxation or excitement they need to compensate for the stressful moments of everyday life. Teaching Tourism is teaching to create memories, to create experiences of personal, social and cultural enrichment. Because Tourism today has evolved to become an industry that is the biggest (or only) source of income for many countries across the world. Tourism can be an important source of wealth, whether through local or foreign investment. Teaching tourism is also teaching how to promote employment, as the tourism sector is responsible for 1 in 10 jobs worldwide and providing 1 in 5 of all new jobs created. Teaching Tourism is providing security to many countries without great infrastructure and few or no profitable exports. What would the Maldives, the Seychelles, Cape Verde or Cambodia be without tourism? Teaching Tourism is contributing to providing economic incentives to preserve, maintain and regenerate the environment, both in urban and rural environments, protecting and preserving local wildlife, and even monuments or historic structures. But teaching tourism is also promoting international connections that can bring more business and cultural collaborations in the long term and promote intercultural awareness, both for locals and tourists, building bridges of understanding between cultures.

Teaching Tourism can be the most effective way to develop cultural harmony and tolerance towards other people. When traveling, tourists discover foreign traditions, learn about the values of different nations, communicate and exchange experiences. Visiting another culture is having the opportunity to be exposed to unknown traditions and perspectives and to gain a broader, more informed and kinder view of both the people and places you encounter and humanity and the world as a whole. Teaching Tourism is helping to replace prejudices and stereotypes with tolerance, empathy and knowledge. Teaching Tourism is making the world more tolerant, fairer, more responsible and richer.

Teaching Tourism is contributing to a more sustainable world, to a better world.

We have to thank the pioneering women who broke through inhospitable fields and, even in the face of the disbelief of academia and society, have become an unavoidable milestone in tourism research. They are our, your inspiration. They are proof that talent associated with resilience and hard work can make a difference. And what a difference! Thank you to all the women who made it, to all the women who are making it and especially to you, the women who will make it in the future. You are the heirs of a fabulous legacy. Honour it, increase it and multiply it.

Diana Da Silva Dias

Universidade Lusófona, Portugal

132. Letter from Maria Della Lucia

Dear you,

It is a genuine pleasure and honour for me to write this letter to you. And please, do not imagine that I am attempting to advise you on how you can fully become what you already are: a beaming, curious, and intelligent woman, in love with life and tourism research. But what I share might inspire you.

I have been a researcher for almost 20 years – at times fully in love with research, but at many others struggling with myself and asking if this love is true, if It is my first love, or if it is competing with, and limiting, other loves in my life. Along the journey, I have come to realize that I do love research when I allow myself to flourish (including having time for what or whoever is called me), to really settle into researching what I love and believe in, and to interact with people who share this love and their "I don't know"s (see below).

This blending reconciles my inner tension between who I was taught to be, who I am and what I (like to) do. These interactions are still ongoing, but maybe this is the best part of the journey.

Accept and be proud of your roots – either they are boundaries to cross or limits to get rid of.

I grew up in a small village in the mountains, in an area that now forms part of the Dolomites UNESCO WHS in Italy and affords wild, stunningly beautiful nature, a challenging environment, and industrious and value-based communities willing and able to work hard to better their lot. As war simmered in the nineteenth century, people emigrated to urban areas – first in Italy and then abroad (Europe in particular) – to produce and sell artisanal ice cream (Fairtlough, 2012). Their work brought wealth to the community, inculcating a productive tradition and an open attitude to the outside world (cultures, communities, languages) – tourists included. It has also, however, fragmented social capital and created path dependence. This place holds natural beauty and a strong sense of belonging and duty. It took time for me to explicitly recognize that It was – and still is – my first playground, where I learnt about determination, beauty, inspiration, and endless possibility.

Picture 1. Monte Pelmo. Monte Pelmo (3,168 m) is in the Dolomites, UNESCO WHS, in the province of Belluno, Northeastern Italy. The mountain resembles a giant block, standing apart from the surrounding peaks, and can be seen clearly from the valleys and mountains nearby. https://en.wikipedia.org/wiki/Monte_Pelmo

Be one and be many, by loving, valuing and blending your different voices and seasons of life.

I was a good student in all subjects (except languages) but also talented in sports, creative and with a good eye. I sometimes fantasised that I was born to be a mountain guide, a dancer or an artist – and I still love hiking in remote places, dancing tango and experiencing art (when I say "yes" to myself – see below). But my family is modest and Catholic and my father, in particular, wanted me to have a "proper job" and do what he was not able/allowed to. I was pushed to improve myself and to be independent, to study what I didn't love or feel interested in, and to do it well – even better than what I loved, if only because of the time and energy invested. On the plus side, I developed assets that I was not fully aware of having, or was scared or ashamed of experimenting with. And imagination – and wonderful friends and encounters (academic and not) and the "yes" I, and others, gave to me – allowed me to seek and find the new in the old, in my daily life and in tourism research, from different sides, in different seasons of my journey.

Picture 2. The tree on the Trail of the Ridges (Sentiero delle Coste). This tree stands in a wood with its fellows trees. But it is unique: tall and many-branched, partly burned by lightning. It has been changing all its life and through every season.

Recognize and be grateful for your encounters.

I have had the good fortune to meet and learn from others – including both new acquaintances and old friends. These encounters have occurred *randomly but not by chance* – I meet these people when I am enjoying where I am, and doing what I am most interested in, curious about and attracted to. They stimulate my creative and reflective thinking when I need it the most and when I am looking for a relevant/ meaningful answer to a question that is buzzing around in my head. Along the journey, I have realized that this happens when I am curious, empathetic and open to welcoming others and recognizing their uniqueness: this then opens up the space for true communication. Three very special encounters, among many: Frank Go, a mentor and a friend with whom I worked from my visit to Rotterdam (in 2010 until his death); Frank used to remind me of the Dutch saying "it's no use pulling on a dead horse" to encourage me to detach and let go of people and situations – with gratitude and without regrets – if I sense that I (my

time/abilities) am not properly valued. Francesca Sorrentino, storyteller: she helps me to imagine and sense constructs by taking different perspectives and using the languages of visual and performing arts. Rachel Murphy, an Irish proofreader, traveller and writer: she sculpts, files, lightens and colours and allows my words to take off and my ideas to connect with people. Thanks to these encounters, and future ones, I am – and will be – able to co-create much that I could not have painted alone.

Picture 3. Encounters. Italia Corona De Pellegrin (Meda Ita/aunt Ita), 96 years old, is my grandmother's youngest sister. Her beautiful wrinkles embody her will to live and her losses.

Say "yes" to yourself.

This should have come first but I am still working on it! Honour your dignity as a human being. Say yes to you and to what makes sense to you, whenever you need to. Take good care of yourself. Sleep as much as you need to. Detox your mind and body. Play a sport, dance. Put on your favourite clothes, wear your favourite colours, read that book, see that movie, listen to that music, and drink that glass of wine! Spend time alone, enjoy your friends, and take care of your beloved ones, your cat, your plants, your garden. Find/use your voice, listen, act, fight (against and for), protect. Ask for help and be grateful. What matters to you the most makes you a proud and radiant woman and a curious and creative researcher. Paola Monti, my high school teacher of history and philosophy, used to tell me that I was a Stoic (and she an Epicurean). Today I would reply that I was taught to be a Stoic, but I am slowly allowing my Epicurean side to realize itself.

Picture 4. When you say "yes" to yourself

Embrace your "I don't know"

Maria Wisława Anna Szymborska, from Poland, is my favourite female poet. In the speech she made when awarded the Nobel Prize in Literature in 1996, she admitted to finding it difficult to speak of poetry and the role of the poet and said that poets do not know how to explain *inspiration*. According to her, "**whatever it is, it comes from an incessant 'I don't know'**".

Her poems (such as *The joy of writing*) seek answers to this "I don't know" without attempting to reach a conclusion. The important thing is not so much to find an answer as to ask yourself what you do not know.

Enjoy your own journey

Maria Della Lucia

University of Trento, Italy

Devoted to the most inspiring women and men in my life.

References

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133. Letter from Anya Diekmann

Dear future tourism researcher,

When Sara and Antonia invited me to write a letter for future tourism researchers, so many things, positive and negative, came to my mind. The positive things are the encounters with colleagues and students, friendships, exciting research projects and exchanges that enrich our work and personal life... and having fun.

However, writing a letter to future women researchers is also a challenge as there is quite a lot that isn't really functioning properly, notably when it comes to gender equality in the academic world. Many of us find ourselves in a – still too often – male-dominated environment. The very fact that an initiative like this exists shows how far we still have to go for equal opportunities and recognition. I particularly hope that men read this book, as equality should be a common goal and not only a women's struggle.

The challenge lies in the expectations of what people of either sex should achieve in their careers. There are still too many assessments and evaluations rooted in journal rankings and citation indexes, in quantity rather than quality. In such a competitive environment, it is difficult to find a work/life balance.

The work environment needs to change. When I applied for my PhD scholarship, I was pregnant with my third child. My supervisor (a woman) told me, laconically: 'If you can organise your life when you have three children, you can certainly do a PhD'. She was right: it was not only possible but a great opportunity to do something I really enjoyed and that added a different dimension to my life.

Academia has many advantages. One of the principal ones is freedom (at least to some extent, depending on where you work) – freedom to choose your research topics, to choose your collaborators, to choose where to invest your time and energy to develop new projects and initiatives.

Of course, the daily life is not that easy. As an academic you have to deal with numerous challenges, such as multiple tasks your never signed up for, and often it becomes difficult to find the time to do the actual research because you are seemingly always dealing with teaching, admin, diverse management tasks and of course your private life. Another important challenge is professional competition or, for women, sometimes simply getting by in a male-dominated environment.

When, a few years ago, I applied for promotion to become a full professor, I was the only woman alongside 18 male competitors. Only 30% of the full professors in the university were women. Many female colleagues had actually given up on applying for a promotion, as they felt they had no chance. This clearly reveals a failure of the system and its values.

In the end, I feel, it is not about succeeding in a competitive male world, but about creating a new system, where human values and team spirit become the basis for assessments, rather than the amount of funding generated. The number of articles published should not be more important than helping and training young researchers and students and finding a good work/life balance.

Equality will be achieved only when people of all genders, working together, actively engage in changing current realities (starting with not accepting certain inherited and outdated gendered logics) and devise a new system. This will take time but, at some point, it will work.

Good luck to all.

Anya Diekmann

Université libre de Bruxelles, Belgium

134. Letter from Alana Dillette

Throughout my years, first as a graduate student, and now as a budding early career (soon to be mid-career) academic, I have gravitated towards certain quotes and pieces of advice that have stuck with me. Some of these may resonate with you and some may not. That is the beauty of the human experience. I share with you those that have helped me to stay grounded while continuing to pursue productivity driven by my curiosity and to take care of my well being.

Practical advice for the early years

Don't try to reinvent the wheel. When I first started my role as an Assistant Professor, this was the advice given to me by my Department Chair about navigating the classes I was set to teach. Simple enough, right? Not always. Oftentimes when we begin a new role, we have the urge to "make our mark" – change up course assignments, syllabi, develop new courses or material etc. What he told me was to give it a full year and teach my courses exactly as they were passed down to me, then, reflect on what I wanted to change. For me, this advice was invaluable. First, it took off any pressure I felt to make significant change right out of the gate, and allowed me the room to truly settle in and find my footing in a new setting. This in turn allowed me more time to develop a writing routine, get to know the campus and my new colleagues. In the years to come I went on to make big changes in the classroom and beyond, but only after I had evaluated the landscape first.

Write every (week)day. This is NOT something I did in graduate school, but early on in my tenure track, I felt completely overwhelmed trying to transition from the PhD dissertation mindset (i.e. binge writing) into the life of a professor. Daily writing is something I learned about from a workshop put on by the National Center for Faculty Development and Diversity (NCFDD). The suggestion was to set aside 30 minutes every day to write. For me, this worked. Of course, there were some weeks I would get off schedule, but by and large, this is how I spent the five years leading up to submitting my tenure packet. Every day, before checking email or doing anything else, I sat down in my chair, set my timer for 30-60 minutes and did something related to writing. This might have been reading, working on a table for a manuscript, coding data, conducting an interview etc. Anything that contributed to the writing process could count. It helped relieve worries around productivity tremendously and allowed me to achieve balance in other areas of my life, which brings me to my next piece of advice – don't check your email on the weekend.

Do not check your email on the weekend. Yes, I am serious, don't do it! It's really not that serious. Also, turn off email phone notifications, because it is impossible to achieve this if you do not do that. Whether it's weekends, or another day of the week – you need to create clear boundaries between your work and personal life. With the world becoming so globalized and much of our work living on a computer screen within a digital space, it is very easy to fall into the mindset of thinking you can work anywhere anytime. While in theory this seems like it allows freedom, if left unchecked, it can make you feel continuously tethered to your work. The great thing about tourism research is – it is not life or death, hence, you really don't need to answer emails on the weekends. Make this expectation clear to your students, colleagues and research partners and turn off every Friday at 5! You can thank me later 🙂

Make a plan and come back to it often. I am a visual person, so in addition to my journaling I also love to include visuals in the form of pictures, charts, diagrams etc. I carried this over to my work and it served me well. Early on in my career, I wrote a research plan and came back to it every semester after that. Of course, it changed over time – but it always served as a checkpoint for me to see if I was veering too far off course to reach my goals, and – let's face it, my checklist for tenure. For me this was in the form of a research "mind map" and an excel document. Figure out what works for you, but make a plan and revisit it often.

Quotes I live by

I write to understand as much as to be understood – Elie Wisel. Prior to pursuing a career in academia, I was a writer, and by writer, I mean I have a myriad of journals dating back to childhood filled with musings of my life at the time. Sometimes, I sit down and read through the pages of these books and reflect back on what I was going through at the time, and it is always clear. Academic writing is obviously very different from writing in a journal no one else may ever read, but the concept is the same – write to understand as much as to be understood.

Everything you need, you have inside of yourself. For me, this quote speaks for itself and is useful in all parts of life. Try your best to stay away from constantly seeking validation outside of yourself. What you need to make your mark on the world is already inside of you.

Shitty first drafts. This is something my qualitative research Professor Dr. Carey Andrzejewski always used to say in class. It's taken from writings by Anne Lamott in Bird by Bird. For a while, I had it framed in the corner of my office as a reminder that we must simply start the process. ***Start where you are.*** So often we feel like we must write the perfect academic sentence before moving onto the next. This is a recipe for never finishing. Write the draft, then walk away and come back to it with fresh eyes. Experience and repetition will eventually coincide and your work WILL find the right home.

Censor the body and you censor breath and speech at the same time. Write yourself. Your body must be heard. Only then will the immense resources of the unconscious spring forth – Helene Cixous. This is the final quote I will leave you with and it can be interpreted in many ways, but for me – it reminds me to continue seeking balance of both mental stimulation through my work and stimulation of the body, mind and spirit in my personal life. If we show up every day to our writing desk without having taken care of the other parts of ourselves, we will feel censored, stuck or blocked. All parts of our being are connected and we must take care of them in order to bring our holistic selves forward, which I think is what makes for the best 'work'. Really, the best 'work' is when it no longer feels like work but simply an extension of who we are.

That is my hope for you reading this, that you find a way to embed who YOU are into WHAT you to do. I look forward to connecting with many of you as the years come to pass.

Alana Dillette

San Diego State University, United States

135. Letter from Evinç Doğan

Inspired by Improvisation 26 (Rowing)
Wassily Kandinsky
Städtische Galerie im Lenba... | Google Arts & Culture

Photo credit: Hilal Erkuş, Belgrade (2019). Edited in Google Arts & Culture App by Evinç Doğan (2020).

Episode 1: Prologue

My academic journey might sound non-conventional to many of you as I follow an unusual path crossing over different disciplines. Although I was very much into psychology and sociology, it was not a surprise when I started undergraduate studies in Tourism Management at Boğaziçi University. My memories of being a toddler involve running in the corridors of the Aydın Tourism and Hotel Management School, climbing up the fig trees, the sound of the typewriters and the smell of spirit duplicator for low-volume printing. I was lucky to be born in the 1980s, the times of perhaps the most bizarre fashion, nothing but unforgettable songs, the release of the Commodore 64 (I only got a family PC at the age of 19, Windows 98 was the operating system, floppy disks were in use to save your work).

Episode 2: The journey

More recently, I returned to my *alma mater* Boğaziçi University. I would like to tell you the story of what happened then and what happens now as a young scholar, as a woman, and simply as Evinç. It was not a surprise, again, when I chose History of Architecture for my Master's studies. My father started his academic path in architecture. He quitted. Then he started sociology and lastly came to the tourism field. I started with tourism, then came to the history of architecture and eventually found my own path: Cultural Heritage Management. "Everybody has talent, it's just a matter of moving around until you've discovered what it is," says George Lucas.[1]

Photography and cinema were of great interest to me, they still are! I will come back to photography later on. What comes next was to find something that I actually seem to be extremely good at as Lucas suggested, bringing all my interests to an intersection such as urban tourism and visual culture. For my

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1. Janet Riehecky, George Lucas: An Unauthorized Biography, (Chicago: Heinemann Library, 2001), 14.

research, I was interested in the cities. I was an urban girl after all. The whole city was my research lab where I gazed upon people, places, buildings, streets, happenings, events, and images. In Paris, I was a "*flâneuse*"[2] walking in the footsteps of Walter Benjamin and admiring the arcades. Inspired by Lauren Elkin, I walked because "it was like reading."[3] In London, I was a commuter sitting in the tube and gazing at beautifully colorful crowds "minding the gap" getting on the train at Oxford Circus. In Belgrade, I was the urban explorer walking into abandoned industrial sites searching for the ghosts in the haunted spaces. In Berlin, I was biking all along the industrial heritage route and having a time travel back to the darkness and lightness of "*Electropolis*". In each city, my camera and the words of Susan Sontag[4] guided me through this journey:

"The photographer is an armed version of the solitary walker reconnoitering, stalking, cruising the urban inferno, the voyeuristic stroller who discovers the city as a landscape of voluptuous extremes." (Sontag, On Photography, 43).

MOCAB, Belgrade (2015)
Photograph by Srdjan Milosevic

Episode 3: Doing photography

Anybody likes to take photographs, to turn moments into unforgettable events. Now, anybody can take millions of digital shots with a mobile phone, which is taken instantly but also can be deleted instantly, as if erasing the memory. For me doing photography is a tool for embodied practice beyond capturing the moment. It is a way of taking field notes, visually recording data, so to speak writing with light. At the same time, it is a mediated experience, a way of 'sensory ethnography'[5] through being in space and time.

2. "Flâneuse [flanne-euhze], noun, from the French. Feminine form of flâneur [flanne-euhr], an idler, a dawdling observer, usually found in cities" in Lauren Elkin, Flâneuse: Women Walk the City in Paris, New York, Tokyo, Venice, and London, (New York: Farrar, Straus and Giroux, 2016), 7.
3. auren Elkin, Flâneuse: Women Walk the City in Paris, New York, Tokyo, Venice, and London, (New York: Farrar, Straus and Giroux, 2016), 21.
4. Susan Sontag, On Photography, (New York: Rosetta Books LLC, 2005), 43.
5. Sarah Pink, "Multimodality, multisensoriality and ethnographic knowing: social semiotics and the phenomenology of perception," Qualitative Research 11, (2011): 261-276.

**ANALYTICAL FRAMEWORK:
A Semiotic Study through
Photographic Imagery**

Phenomenological	Indexical	Semantic
Urban Exploration	Documentation	Meaning
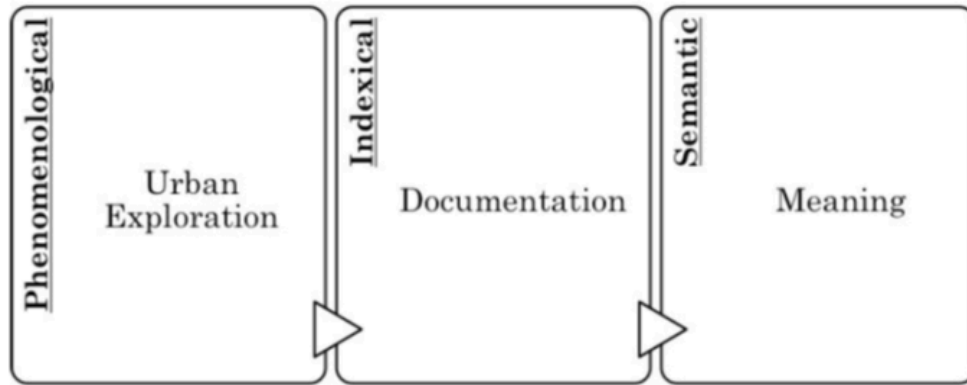
I started photography with an analog camera borrowed from my sister when we were both university students. Instead of the smell of the spirit duplicator in my childhood, it was the smell of the developer in the darkroom in my memories then. I embarked on my photographic journey as a member of the Boğaziçi University Photography Club (BUFOK). Later, I found myself walking in the streets and exploring the urban landscapes as a solo traveler armed with a camera as Sontag described.

Navigating the industrial heritage route in Berlin[6]

6. Evinç Doğan, "Tracing Industrial Heritage: The Case of Berlin Bicycle Route," TOLEHO 1, (2019): 59-67.

bicycle route - bright lights and cold beer

Route der Indutriekultur Berlin
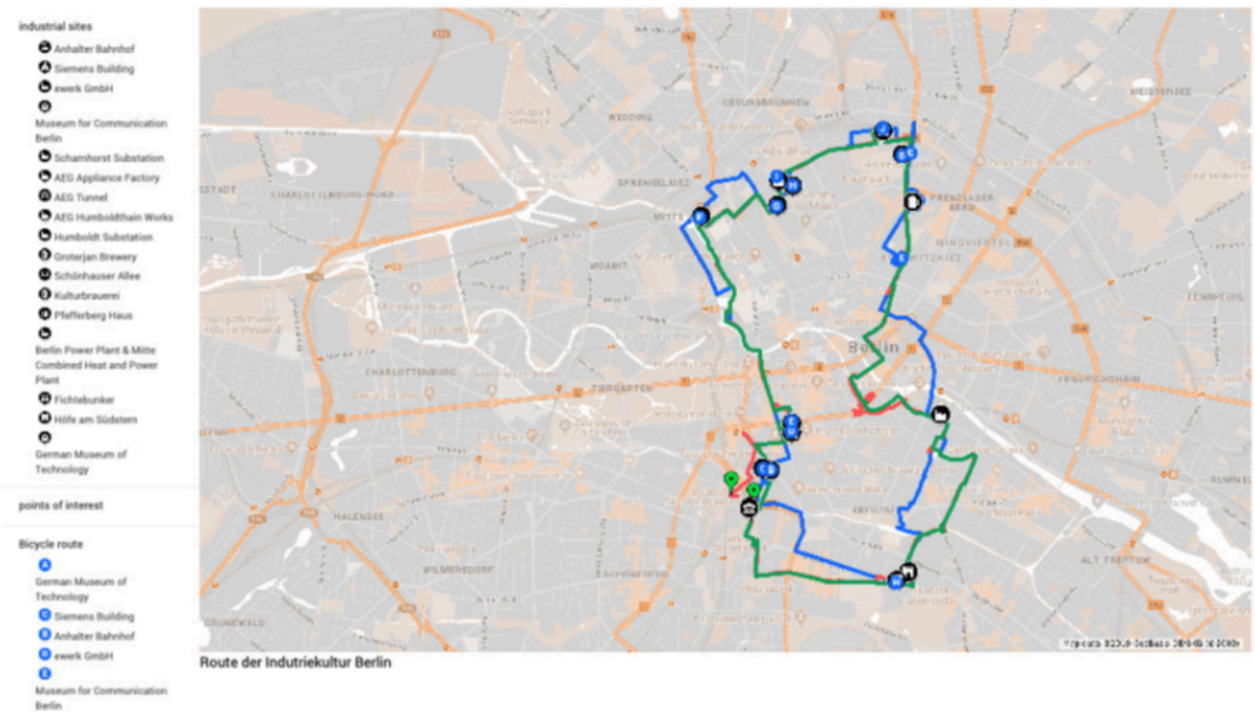
Contact sheet of the industrial sites in Belgrade
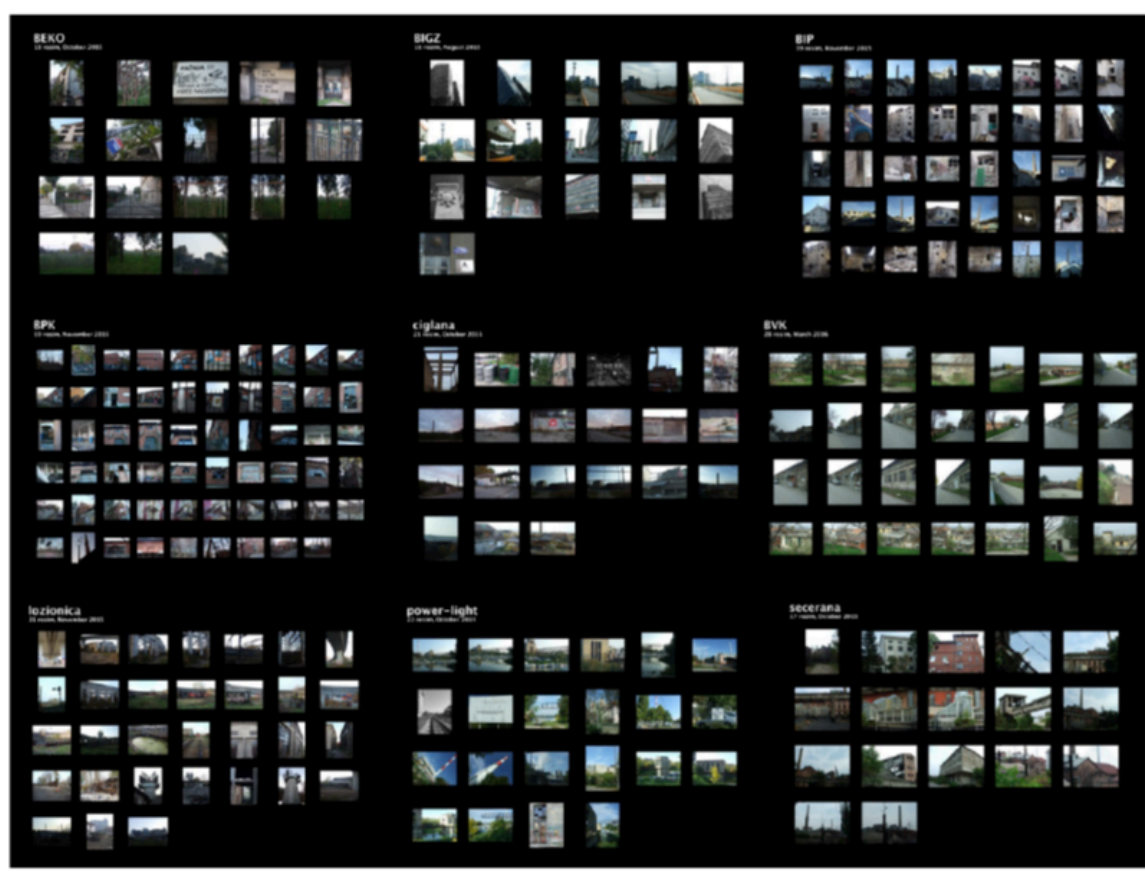
I embraced photography as a research method to explore old industrial sites. The Energy Museum in the former power plant of Silahtarağa in Istanbul (known as Santralistanbul) was my first-time encounter. Then

it was a Ph.D. research in Lucca, in the old tobacco factory. London was full of opportunities presenting traces of the industrial revolution. As I moved to many places, I dragged my suitcase and my camera with me to Belgrade, Berlin and Istanbul tracing industrial heritage.

Episode 4: To be continued

Yet, here I am. I tried to find my way, reach as far as I can get, crossing borders and moving from one country to another like a nomad academic. I tried to find myself, what I want, what I like... I knew I chose a difficult path, with hurdles, ups and downs, but also full of rewards and nice people to work with, to have fun with, to walk with you along this long journey. I met wonderful women academics who encouraged me to keep walking on my path. Here is what I learned:

It is ok to fail. It means you tried. Take lessons from your mistakes and try again.

It is ok to get pissed when the second reviewer comments negatively on your article. You know you can do better, so do it.

It is ok to get lost. You will find your way, perhaps a better way.

Be brave, leave out of your comfort zone and take risks.

Try new things, and change your perspective, think out of the box.

Be curious and ask questions.

Travel as long as you find the opportunity.

Feed yourself with good food for your body and do not skip the food for thought.

Keep walking!

Evinç Doğan

Boğaziçi University, Istanbul, Turkey

136. Letter from Rachel Dodds

Dear women tourism researchers,

I am honored to write this letter to you – you are future leaders, thinkers and collaborators.

When I was asked to write this letter, I wasn't really sure what to write. I thought and I thought and I hummed and I haaaad about what to write.

I then went down this mental thought path:

- Why would *I* be asked?
- Did *I* have anything to contribute?
- Weren't there smarter, more successful women out there who had more amazing stories to share?

I thought about it and then wrote it down on my TO DO list... then looked at it every week for about two months. Today I woke up and realised why it hadn't happened... and that's when I realised what I needed to share with you.

My first tip is **don't procrastinate**. Don't do what I just did regarding this letter! Don't hum and ha... procrastination is a killer and completely counterproductive. I don't often procrastinate so this was a good reminder for me how useless and futile it can be. The time I wasted writing it down, thinking about what to say and then thinking some more – could have been spent actually doing it and I would have been finished weeks ago!

In academia, it is rare to have someone hold your hand, tell you what to do and when to do it by. It is up to you. I have colleagues who procrastinate, then get anxious. When they get anxious, they fall into a tail spin and don't get anything accomplished. No matter how insecure you feel, no matter if you aren't sure what to write, no matter if you feel like you aren't good enough – just start! The famous author, Earnest Hemingway, got up every day and wrote until he had one true sentence... sometimes he would accomplish only that one sentence in two hours but other days he would write pages upon pages and keep working. The key is that every day he scheduled a time and stuck to it. He wrote at least 24 books!

My second tip is **don't second guess yourself**. Second guessing yourself doesn't help you – it hinders your productivity. We, as human beings, all want to be seen and be heard and be wanted. As women we have often taken the back seat to men because they seem more self-assured and assertive. It doesn't matter what everyone else does, it is what *you* do that counts. You have to wake up and look yourself in the mirror – so

be proud of you. Only you can achieve what you achieve. If you are a researcher then chances are that you have already obtained higher education – a feat less than 5% of the population has done. You are already amazing! It is true that we all have doubts – but focusing on the negative doesn't help our self-confidence. Forge ahead, finish what you are working on and then review it – rather than not starting due to fear. I have long realised in my career that there are so many people who are smarter than me, who are better writers than me, who have more to offer than me… but I also realise that I have got to where I am today because I just get stuff done… if I have to correct it afterwards or change course I can but if I don't try, I will never improve!
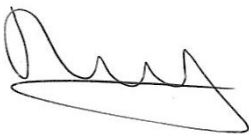
My third tip is **do what you love**. I remember being in an interview once for a job that sounded amazing and paid well. The interviewer asked me "what gets you out of bed in the morning?". At the time, I couldn't answer the question. I thought a lot about that question for the next couple of days and when I got a call and was offered that job, I turned it down. Why? I turned it down because it wasn't my passion. I didn't believe in marketing a country which I thought was not taking care of its communities, who was trying to increase numbers and focusing on growth rather than development. I realised I cared – A LOT – about sustainability and that is what I needed to do. Sustainability is a buzz word and it has been renamed about a million things but essentially means achieving a *balance* of environmental, social and economic principles. Trying to make the tourism industry more sustainable is what excites me, drives me and gets me out of bed each morning. I am never bored of the topics I research and I truly believe it is because it's my passion. Find your passion and your work will be enjoyable and you will always be able to get out of bed in the morning!

Finally, **do something for others.** We work, we make money and we live but that is not enough. There are others in this world who are not as fortunate as us and we need to remember the world only becomes a better place when we help others… *the rising tide raises all boats*. Take time for your kids because they grow up so fast. Take time to volunteer in your community because that is where you live. Take some of your money and give it to others who don't have as much as you. Do projects that are pro bono or sit on committees that you believe in, even if you don't get paid. Being useful and helpful is the best payment I have ever had. Also remember that you need to do something for you. Life is more than just work. Have hobbies, have a passion and have fun.

Advice is always easier to give than to receive and I am now off to organize a charity drive.

Thank you for reading.

Sincerely,

Rachel Dodds

Ryerson University, Canada

137. Letter from Sara Dolnicar

Dear brilliant women tourism researchers of the future,

I cannot believe it has already been 25 years! I have been a researcher for 25 years. And I am still loving every minute of it. Which brings me to the first observation I would like to share with you: ask yourself if research is something you are genuinely passionate about. Then make sure you answer honestly. If you are not really fired up about research, you may be better off pursuing another career. Why? Because the academic workplace has become very competitive. If you end up being a replaceable academic, you may have a tough 40 years of work ahead of you. If, however, you genuinely love research – if you think about it when you are jogging, swimming, walking, showering; if you enjoy the process of creating new ideas; if you can't wait to go to work in the morning – that's when you should most definitely pursue a career as a researcher, no matter how many people tell you that the career prospects are bad.

If you do end up deciding a research career is for you, here are a few rules I have developed for myself. They all contribute to two higher-level aims: (1) building and protecting your professional reputation, and (2) not wasting time. Your professional reputation and your time are the two most precious assets.

Have principles and never break them. As the academic workplace becomes more competitive, some researchers are tempted to cut corners. For example, they may be satisfied with making only a minimal contribution to a paper they author, or they may not implement a project exactly the way the human ethics committee approved it. Never do that. No matter how high the pressure. Always know what's right and what's wrong. Choose to never do the wrong thing. Have a moral compass and use it. You have a long career ahead of you. Having a reputation as being principled will open doors everywhere. If your behaviour is driven by short-term incentives, the doors leading to the most exciting opportunities will stay closed.

Have clear priorities. In the academic workplace you will get dozens of requests and invitations to do something every week. Don't give into flattery ("You are the leading expert in...") or the illusion that nobody else can do the job. Think carefully about whether you agree to do something or not. Everything you commit to requires you to take time away from something else. If you are not careful, you can end up being busy all day doing things that do not further your career, are not appreciated and, ultimately, you do not enjoy.

Be a problem solver not a problem finder. Some academics are proud to identify and then extensively elaborate problems. It is important to identify problems. But that's only the starting point. The true achievement is solving them. Deliver solutions, not problems.

Be a doer not a talker. Get stuff done. Don't talk about it. Time is too precious.

Anything you choose to do, do it with 150% effort and dedication. Investing only 50% effort and dedication or even 80% reduces your chances of success. Imagine writing a grant application: if you are unsuccessful, your 50% or 80% effort is 100% wasted. To me it always made sense to invest 150% time and effort and have a real hot chance of succeeding.

Always give more than you get. Collaboration is one of the most enjoyable aspects of research. I have been fortunate to have research partnerships that have spanned decades. And they just keep getting better. The key to great collaborations is that you always give more than you get, that you are reliable, that you deliver work rather than excuses for unfinished work. Even if you give more than you get in every single collaborative project, overall, you will find yourself gaining more than you ever could have given from your career's worth of collaborations.

Stay out of gossip and university politics. Where there are humans, there is gossip. Academia seems to be a particularly fertile ground for gossip and organisational politics. Both are unproductive. Both are emotionally draining. Both waste your time and never lead to a positive outcome. Stay out of it.

Do not stand by. If you witness something that is not right: speak up. Act. If you do not, you accept it as being OK; you endorse it. Wrong behaviour is not only a matter for the victim and the perpetrator. Bystanders have a responsibility.

Support and empower women. Reading opinion pieces from women scholars who have been in business for twice as long as I have, it is remarkable to see how little has changed in terms of gender equality in academia. But we are not victims. Our future does not depend on someone else's actions. We can take action, each one of us. We can create change by supporting and empowering women around us. We all grow stronger as a result.

Imagine yourself on your death bed. This may sound like an unreasonably morbid piece of advice, especially for tourism researchers in their early career stages. I have no intention of dying anytime soon myself, but I do sometimes ask myself how I might feel about my life as I lie on my death bed. It's a good sanity check. It made me change my research program from being focused on publishing to being focused on creating change that matters. Of course, it will be my family first and foremost I will think about as I die. But if there happens to be a work flashback in the process, I would prefer it not to be a h-index flashback, but rather a sense of contentedness that comes with having made a difference that matters; a real difference for people, for the world, no matter how small.

I suspect this was more than you bargained for when you started reading this letter. I wish you lots of fun with your tourism research, for many, many years to come. And maybe, towards the end of your career, you might find it interesting to write a letter to the women tourism researchers of the future yourself. I wonder what you will want to share with them.

Best wishes

Sara Dolnicar

The University of Queensland, Australia

138. Letter from Berta Ferrer-Rosell

Dear next generation of women tourism researchers,

I have always been interested in the field of tourism. After finishing high school, I was thinking of doing a BA in Geography or Tourism. Finally, I decided to do the BA in Tourism. Once I finished the BA, I wanted to continue learning about an industry which is relevant to my country, Spain, and which has a great economic impact on it. So, I decided to undertake the Master in Tourism Management and Planning. While I was a Master's student, I was given the opportunity to contribute to a project analysing the profile of tourists travelling to a secondary airport (Girona – Costa Brava airport, near Barcelona). Of the airlines operating there, 90% were low-cost airlines, mainly Ryanair. It was the boom time for low-cost airlines in Europe. Ryanair and other low-cost airlines were expanding exponentially and given the influence these airlines had on destinations, it was a relevant project for the local industry. I started collecting data (surveying tourists) at the airport, covering all departure flights from Girona – Costa Brava Airport, and ended up writing part of the report. The project was repeated the following two years (spring–summer seasons) and I participated again. I then had the chance to use a sample of data I collected to serve as the basis of my Master's thesis which was about business travellers using low-cost airlines.

After the Master's degree, I worked in an incoming travel agency for two years. One day, a friend of mine, with whom I had studied in the Master's programme and who was working at a university research centre managing knowledge-transfer projects for the tourism industry, called me inviting me to work with him again to carry out research for the local industry, and I accepted. This gave me the opportunity, a bit afterwards, to become a PhD Fellow. I was still interested in analysing tourists travelling by air (air passengers), but in this case I wanted to widen the scope and I used official data gathered by the Spanish Statistical Institute to analyse the length of the stay and the trip budget composition of tourists flying to Spain by air, using all kinds of airlines (low-cost, legacy and charter airlines). I defended the PhD thesis in Tourism in May 2014, so I am still an early career researcher. I was part of the very beginning of tourism programmes for my Bachelor's, Master's and PhD degrees. I ended up having the first PhD in tourism issued by the University of Girona. I had the opportunity to change from the Business Administration PhD program to the Tourism program, just when it was implemented there.

As explained in my contributions' chapter, I used compositional data analysis (CoDa) to analyse tourist trip

budgets, and I have been the pioneer of introducing this method in the field of tourism. In this sense, I would like to emphasize I did not have a solid background in statistics or mathematics, but I attended econometrics classes during the first year of the PhD that allowed me to follow (not without some difficulty) the Week-CoDa course I took in the second year of the PhD. I dedicated a lot of time to self-study and autolearning.

Sometime later, after having the first two publications using CoDa in Tourism Economics approved and thanks to my mentors, especially Germà Coenders, I was convinced this would become my differentiating skill in academia, and more precisely in the tourism field. I have to emphasize the perseverance and determination I had because introducing a new method, or I would say a new way of treating data in a traditional field, is not an easy task. You must defend and carefully explain the advantages of the method to traditional readers. It is hard to blaze a trail using a relatively unknown method.

Having mentioned all this and with the aim of wrapping up this message, I would like to give you some basic advice. Do not be afraid to be the first one to do something new or different. It is hard and sometimes discouraging, but in the end, when it is finally achieved, it is really rewarding. All efforts are worth it. Be prepared to always learn, to be open to new ways of doing things, to start from scratch. In other words, try to fill yourself with novelties that make you think about what, how, why and when you do things. Be constant, work as hard as you can, without forgetting work is work and you have to enjoy what you do for a living. Let yourself be helped by others, as well as receiving help from others. Teamwork is always positive, both for you and for the other one working with you. I am, currently, supervising a PhD student and she somehow behaves like I would when I was doing my thesis in terms of insecurity, feeling she is not brave enough to meet the research challenges or having doubts about being in academia. I apply my utmost energy and all my heart to encouraging her, because I know and feel she is able to do whatever she proposes to do. She acts as a mirror for me, and I try to act as my mentor did with me. My mentor supported me, believed in me and built me up as a researcher. Thus, always be the best version of you, as a person and as a professional.

All the best,

Berta Ferrer-Rosell

University of Lleida, Spain

139. Letter from Aliza Fleischer

Dear women tourism researchers

As I described in my contribution in this book, although I am a tourism researcher, Economics is my core discipline. All my academic studies were conducted in departments of economics and currently I am a full professor in the Department of Environmental (in the past Agricultural) Economics and Management at The Hebrew University of Jerusalem. Up until this year I was the sole woman researcher who has ever been in my department and only this year did we accept a new woman to our academic staff.

The issue of women in the economics discipline was discussed at length in a recent paper[1]. Just to give you a taste of their findings – only 14% of full professors in the economics departments in top American universities are women. In my university the percentage of women out of all full professors in all departments is around 20%. Actually, based on Kahneman and Tversky, it will sound worse if I write that 80% of the full professors are men.
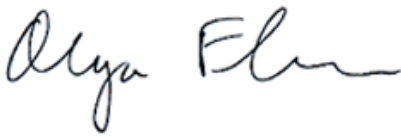
The above is a good foreword rationale for what I want to share with you in this letter. I have had constant disagreements with my male colleagues regarding the stalled progress of women at the university. I hope that some of the arguments I have used will be helpful to you regardless of which side of the table you sit – whether you are a member in a promotion committee or whether you are being promoted yourself. The prevalent claim that I have heard is that there is no discrimination. Women and men are judged equally based on their academic performance, according to the rule "may the best man win" (as you can see there is already a gender bias in the rule itself). On the surface this is a reasonable argument since there are objective measures such as, number of papers, rankings of journals, number of citations, recommendations and so on, that are used in the promotion process.

Over the years I have asked myself where is the catch in this argument and why women are still a minority in the academic staff especially at the senior positions. This question can have a few answers and you can choose which one suits you best. The first answer is that women are less talented or intellectually capable

1. Lundberg, S., & Stearns, J. (2019). Women in economics: Stalled progress. Journal of Economic Perspectives, 33(1), 3-22.

than men. I hope most of you do not accept this answer. The second answer is that women do not want to have an academic career and if they do they prefer to keep it low key. Since all of you have an academic career I hope that you also disagree with this answer. A third answer is that women are treated differently than men. There is very recent empirical evidence[2] that women on job talks, seminars and conferences in economics are treated differently than men. Observations in numerous such events reveal that women receive many more aggressive and patronizing questions than their male counterparts. Another study revealed that letters of recommendation written for individuals applying for academic positions describe men differently than women. Women are described as more communal and less agentic; this works against women in hiring decisions[3]. This is an excellent answer especially when it is backed up by empirical evidence that we as researchers like to see. The fourth answer that goes hand in hand with the third one is that the working conditions in the academia were set by men who dominate the senior positions and thus are more suitable for men than for women. There are different examples for such conditions that fall under this category but the one I want to develop here is the role of mentorship and networking in the process of academic promotion. I want to emphasize it here because I believe that this book can be part of mentorship and networking for women researchers in tourism. Since most of the senior positions are held by men obviously they provide the networks and the mentorship for the new faculty members. The scarcity of senior female mentors deprives junior female faculty members from an example of a successful female role model, from informal information about promotion and publishing and from research collaboration with other women.

I hope this book, with both its parts – contributions to the field of tourism research and personal letters to the present and future researchers – will have a role in mentorship and networking and will inspire young women to take the journey to academic careers.

Aliza Fleischer

Hebrew University of Jerusalem, Israel

2. Dupas, P., Modestino, A. S., Niederle, M., & Wolfers, J. (2021). Gender and the dynamics of economics seminars (No. w28494). National Bureau of Economic Research.
3. Madera, J. M., Hebl, M. R., & Martin, R. C. (2009). Gender and letters of recommendation for academia: agentic and communal differences. Journal of Applied Psychology, 94(6), 1591.

140. Letter from Isabelle Frochot

What an inspiring initiative, thank you Antonia and Sara for creating this project! These letters summarize the small talks at conferences and between colleagues, and the advise we give to our PhD students, in the end, these are things that we never talk about openly. Putting them on paper and sharing them with early career researchers is such a great initiative.

In the mid-1990s, I arrived in the Scottish Highlands with my rucksack and basic operational English, with the dream to travel around the world. Somehow, I did no go further and very happily stayed in Scotland. I was already fond of research, I obtained an ESRC funding at MMU and conducted a PhD on Tourism Marketing. I then went on to work for two Scottish universities and then moved back to France. When I looked for my PhD funding, I had no British education and no connections with the world of British academia, nonetheless I felt truly welcomed and supported in this world. So, the first lesson I learned was how much supportive academia was. I have now been an academic for nearly 30 years and in this lap of time, I have learned a few other principles that early career researchers might be interested in.

Be bold

Research is fun, innovative and creative but somehow, it is also easy to conduct "boring" research by reproducing existing work in a different context or conducting elaborate statistical analysis to produce fairly evident knowledge. Learn to step out of your comfort zone, mix with different disciplines, engage into new methodological protocols, study new areas within tourism consumption: by challenging yourself you will develop your own creativity and it will conduct you to produce fun and innovative research.

Believe in serendipity

What goes around comes around: research is about sharing, about embracing diversity and ultimately about giving. If you start counting or if your eyes are obsessed with your h-index, this might not lead you down the right path. As researchers, we help each other out, we respect each other and we exist as a community. If you embrace this ethos, you might well find that you will stemple across incredibly valuable colleagues, and opportunities will come your way naturally. Do not underestimate your brain either. Your brain works h24, and sometimes it works best when you unleash it, my best research ideas have always emerged when I am cycling..

Having said that, **know your priorities.** Academics are passionate individuals and colleagues will come knocking on your door with another interesting research project, a new and exciting course (if not a diploma) to launch, a conference to organize (great fun but super time consuming). All of these opportunities are fun and interesting, but remember that time has become a scarce value, use it wisely.

Students are your lifeblood. Students are young, dynamic, eager to learn and a constant source of energy and positivism. Students will give back to you more than you think. If we all struggled teaching behind screens during the Covid crisis, it is because the contacts we have with students are rich and invaluable. Teaching is about giving but also receiving, it is a breath of fresh air when you are a busy researcher, and there is nothing like getting out of a class with a satisfactory feeling of having given a good lecture.

Think of your community. Research is high up somewhere but it is also deeply connected to the realities of our communities and local economies. Our research is well spread through conferences and journals but this often remains out of the public eye. Make sure you engage into public talks, open universities, write in the local press to spread your research results. It is our duties to spread our knowledge, and you will also receive valuable feedbacks from these public encounters (as long as you adapt your speech). Local communities might look at you with empty eyes if you say that you will present "a cross-disciplinary meta-analysis of benefit segmentation" or a "structural equation analysis of perceived value in a liminality context". They might however be more receptive to a talk on "Understanding your tourists consumers from the experiences they seek" or "How a destination tourism offer can satisfy tourists".

Does size matter? As often, quality should prevail on quantity. A few academics achieve quality and quantity, but the reality is that for most of us it is not the case. You can however be a well-recognized researcher through a few well written and cited papers, so make your choices. Remember that any work you produce will require time. There is no such thing as writing a "small chapter" or a "small paper", all work requires time and energy so chose carefully where you spend your time.

As for my position as a woman? I have never felt that being a woman has held me down in my progression in academia. It might have done if I had wanted to move up in the managerial ladder, but this was not my choice.

Academia is a job of passion, and for nothing in the world I would undertake another job. I have heard Sarah Dolnicar say: "my job is my hobby" and this is really a statement I share. I guess many academics can relate to it too. You need to have this passion to keep going and stay enthusiastic throughout your researcher's career. If you have this passion, then you have in front of you a rich and passionate career.

Isabelle Frochot

Université Savoie Mont Blanc, France

141. Letter from Heather Gibson

Dear Future Woman Tourism Scholar:

First of all, welcome! I am glad that you have chosen to teach, research and work in the field of tourism. I think it is a field where there is a lot of room to explore tourism from many different perspectives. You are also working in an area that people regard as fun and pleasurable, and travel can be some of the best memories people have in their lives. Of course, tourism as we know is not all fun and games. There are many issues associated with the industry that desperately need our help.

I am assuming that you will be making your career in academe working in a university setting. I know even since the start of my career things have changed a lot and there are more pressures than there used to be. However, I don't want to focus on all of that. A lot of the pressures and issues are context specific. I will focus on what I think are the joys of being and academic and some other pieces of advice.

For me the joys are working with students. Yes, I love working with ideas and creating new knowledge, but sharing these experiences with students is what I value about my career. So, my one piece of advice to you is to remember that a central focus of a university is still education and despite all of the pressures you may face to juggle the multiple aspects of our jobs, the students and your interactions with them are central to your role. Unfortunately, particularly in the so-called research-intensive universities the external rewards and evaluations are not always associated with our educational mission, but ultimately your students will be your legacy as they will carry on your work and take ideas out into the world. Since I started leading study abroad programs, my joy has been in seeing how field based international experiences can have lifelong impacts for these students! It was these programs that lead me to apply to work with Semester at Sea. I had the privilege of being part of the fall 2017 voyage, an experience I have never forgotten and one I hope to repeat some day!

Secondly, look after the body of knowledge. By this I mean choose topics that you have a passion for in your research, do due diligence with your review of the related literature, and push the boundaries on this particular topic. Again, I know the pressures are there to publish and gain funding. However, what does it mean if you don't have a passion for the topic, you are researching or publishing yet another paper that doesn't really make a contribution? When you have a passion for what you do and you care about the knowledge and what you are creating it not only shows, but your students will also certainly recognize if, and for you, you will feel much happier and satisfied in your life and your career.

Thirdly, have fun! I hope that you enjoy what you do; that you seize upon opportunities that come your way and invest in your career if you are able. By the latter I mean, often times, we are attracted to a particular conference, but we just don't have any funding. Certainly, in the US context this is very common. One of my mentors taught me that we need to invest in our careers. This means we pay for conferences from our own pockets. Turn a conference into a mini vacation where you get a chance to travel either before or after the actual conference. I think post-pandemic the virtual options for conferences will continue, but there's no substitute for being there. For meeting colleagues face to face, going out to dinner with them, experiencing the attractions of a particular destination, and just enjoying the company of new and existing colleagues. I know not everybody has the privilege of being able to pay for their travel costs, but if you do, regard it as an investment in your career. You don't know who you might meet, what other opportunities will come your way, and the ideas you may learn from being somewhere new. After all, you are working in tourism and so you need to see the world as this is part of your own personal and professional development!

So, as you embark on your career, in many ways you have shape your own path. There will be unforeseen twists and turns in your journey but be sure there are always many of us who are there for you if you need any help. Just ask!

Best wishes

Heather J. Gibson

University of Florida, United States

142. Letter from Ulrike Gretzel

On Working with Others

Dear future women tourism researchers,

It is my greatest hope that when you read this, gender inequality will have become such an obsolete concept that you will ask yourself why all these female tourism researchers found it necessary to contribute to a book by and about women in tourism research. I usually don't think of myself as a woman in tourism research. But then I attend a conference as a keynote speaker and I experience how differently my male counterparts are being introduced and treated. I also once looked at the salaries of my colleagues when I worked at a public university in the United States and couldn't believe how much higher my male colleagues' salaries were. Or, I read an email addressed to me or another female tourism researcher and wonder whether the tone and content would have been the same if addressed to a male. And, yes, I also get those emails from students who call me Mrs. Gretzel and then happily go on to refer to a male colleague as Professor.

There are many more instances that continue to shake me out of my (delusional) gender-neutral professional mindset. They are important reminders that the playing field in tourism research is currently far from being level despite the great numbers of female tourism students. They also highlight that there is a great need for celebrating the achievements of women in the field and for mentoring those women who would like to have careers in it. Tourism research continues to lose so many amazing women and is exploiting so many others that there is an urgent need for change. And even if these concepts may seem completely foreign to you, the tourism researcher of the future, there is probably still a need to fight for gender equality to maintain it.

So, here I am, trying to figure out what I could possibly contribute to this endeavor. I thought about listing all the amazing women in tourism who helped me and inspired me over the years, but there are simply too many! If you can't say the same, make an effort to read the work of female tourism researchers, seek them out at conferences, follow them on social media, and send them an email letting them know that you would like to learn more about them or their work. I also considered giving general career advice, but I am a total procrastinator, I am constantly behind on deadlines because I can't say no, I sometimes end up doing all

the work in collaborative projects, and I have way too many ideas that never get published because I am a perfectionist. And I currently do not have a full-time, tenured appointment at an institution that values my contributions to tourism research. In a nutshell, nobody should take advice from me. Maybe you should stop reading this right now. In the end, I decided to focus on the hardest lessons I had to learn over the years but also the most incredible experiences I have had so far, and those are related to working with others.

Working with students

Whether they are undergraduate or PhD students, students are the most difficult and the most rewarding part of our work. Paying it forward is a mantra that I have learned from my PhD advisor and which I practice religiously. Everyone who has worked with me knows that my claws come out when I sense injustice against my students, especially when they are female, minorities, or in any other way underprivileged. Educating and mentoring the next generation is the single most impactful thing we do. Standing up for them is our duty. And yet, a lot of that work will go unnoticed, or even worse, will be criticized. It took me a while to realize that I can't possibly inspire every student. Thankfully, I currently work at an institution that acknowledges the many biases against women in student evaluations. If you don't, make sure that you alert administrators to these.

And I am glad that I never listened to people who told me not to take on so many master or PhD students or to make them work on my own research projects. Yes, my academic life would have been a lot easier. But they have taken my thinking into directions I could have never imagined and have introduced me to colleagues or industry professionals I would have never met otherwise. Every single one of them has made my hair greyer but my life and my career richer.

If you happen to work at an institution that does not have a graduate program, there are still lots of opportunities to engage undergraduate students in research projects. There are conferences that have awards for undergraduate research papers (e.g. TTRA), conferences where undergraduate students can present (e.g. ISCONTOUR), and conferences/communities that encourage research on teaching and innovation in classrooms (e.g. ISTTE, TEFI). Scholarship on teaching is currently undervalued in tourism (and many other disciplines) but I have found it to be a very rewarding aspect of my career and an area where funding is often more widely available than for tourism research. Our current teaching models and assessment strategies are obsolete (we make students sit in hour-long lectures and usually don't acknowledge the technological circumstances they will encounter in the workplace). I hope you will feel motivated to help change the way we teach tourism.

Working with industry

Tourism is an applied field and working with industry is something that many of us do. But the rhythms and demands of industry are different from those of academia and a collaboration will only work when that is not only understood but embraced by both parties. I have spent countless hours talking with industry professionals that never led to anything. As an academic, and especially as a woman, there is often the expectation that we will happily provide advice for nothing in return. The only way I have been able to counter this is to actively negotiate some benefit. This could be a guest lecture in class, an introduction to other industry professionals, data that can be used for academic research, internships for students, a few questions added to an industry survey, or an invitation to an industry event. Don't be afraid to ask!

I have also always made sure to attend industry conferences or conferences that mix both industry and academia. Many of these sessions didn't spark any ground-breaking research ideas but helped as examples in my teaching. Most, however, taught me something invaluable about current industry needs and industry lingo that greatly informed my research.

The male dominance in many areas of the industry makes collaborative efforts challenging for female tourism researchers. Finding allies and building long-term relationships is the key to success. Colleagues might tell you that you are wasting your time but looking at my career so far, many of my contributions are

built on work with industry partners. However, a note of caution is in order: working with industry in tourism requires that you have institutional support. If your Dean insists on taking 50% overhead, your grants and contracts office takes ten weeks or longer to execute contracts, and your accounting department is not willing to help you process the funds and your expenses, you might be better off not pursuing this. Being part of a research center or lab can help with the fight against the bureaucratic windmills.

Working with colleagues

When I applied for my PhD in Communications, the then director of the program was puzzled to see my co-authored papers. He couldn't figure out how to determine what contribution I had made to these publications. So, depending on the discipline you position yourself in, publishing with others might be looked at differently. Most of my publications continue to be collaborative efforts and many include people from very different disciplines. Some of these partnerships were absolutely enlightening and motivating, while others were horrific. In reality, publishing and grant writing increasingly demand teams with various forms of expertise. But don't settle just because you think you need to collaborate or feel obliged to work with your immediate colleagues. Find colleagues who appreciate you and energize your thinking. They might be at different universities or in different disciplines. Be aware that collaborations are almost always more work than solo projects.

Most of my collaborations start in person at conferences but many start with an email. Reach out to people and share your ideas but choose wisely (listen to your intuition and listen to colleagues) and don't be afraid to walk away at any stage if a partnership would require compromising the quality of your work or your ethical standards. I often hang in way too long because I feel passionate about the project or like the colleagues, but difficult partnerships require a lot of energy and waste a lot of time.

Working with colleagues outside of your department or school allows you to build bridges with other institutions. This gives you the potential of mobility. Mobility is one of the greatest assets in academia and a necessary facet of intellectual growth. Much frustration in academia stems from having to work with people who have created fiefdoms, can't "think outside of their institution", or feel miserable in their job but are unable to quit. There are many good reasons for why some institutions forbid the hiring of their own PhD students. My mobility has saved me many times over the years and has tremendously enriched my career. It is based on having lots of international, interdisciplinary connections and having built a CV that is transferable. If you play research assessment or tenure criteria games, you might be very successful locally, but in the end not be able to move to a different institution.

Now your personal circumstances might not allow you to be mobile in the sense of switching institutions, but you can still engage in bridge-building across departments, you can arrange for short-term research stays at other academic institutions or in industry, you can bring in scholars from other places, and you can do quality research and teaching that will be recognized and gives you options if your circumstances change. When you read this, there might be even fewer academic positions available and there might not be any tenured positions left. In that situation, mobility will matter even more.

Working with others who have a family

I was an unmarried woman without children for most of my career. It is with great sadness that I have to report that even in the 21st century, single females are seen as incomplete without a partner by their side. I usually got seated with my other single colleagues – thankfully, I always liked mine a lot, or at the academic equivalent of the "children's table" with the graduate students. The big problem is that my time was never valued the same as that of colleagues with family. I was expected to take the less convenient teaching hours, adjust my meeting schedule to their needs, be continuously available for students, and appear at events outside of normal working hours much more than said colleagues. As a result, it was much harder to maintain boundaries and achieve work-life balance for me as a single woman. My advice is to accommodate when you can but not to feel guilty when you have to push back.

Single females still have caring obligations, including pets, relatives, and friends. They are just (not yet) as recognized as taking care of partners or children. I will never forget the negative course evaluation I received from a student who complained that I couldn't agree to an ad hoc meeting after one of the lectures because I had to rush to the animal hospital to be with my cat when the vet put him to sleep. I don't think I would have gotten that nasty comment if my human child had died that day.

I can't count the times I have heard someone (male and female) say: "it's no wonder that she has so many publications, she doesn't have a family". To all the wonderful single and/or childless women tourism researchers of the future, don't let others take away from your achievements!

Parting thoughts

Academia can be a hostile work environment infused with male values like competition, assertiveness, independence, and leadership. At least in the presence, it perpetuates gender stereotypes and disadvantages women in many ways. We all have an obligation to do something about this. Not all of us will be activists, but all of us can take small steps to point out problematic language and behavior to raise awareness and to be mentors to and protectors of other women. I for sure am looking forward to reading all the contributions to this book and building on them in my research.

Ulrike Gretzel

University of Southern California, USA

143. Letter from Bintang Handayani

Dear future female tourism researchers,

Here are some stories that may be relevant to your current situation. If not, just skip to the next letters.

Small "b" and capital "B": Journey to Branding

A little girl in a green dress was learning the alphabet on a sunny, bright day in Greater Jakarta. She was participating in order to become more cultured, knowing the difference between a capital "B" and a small "b." Fast forward 20 years, and Small "b" is not necessarily a small being or a small-minded person, and "B" is not necessarily a big person with a broad mindset. Small "b" became cultured while sitting with her guru and discussing authenticity and upcoming brands. The discussion broadens, and they get to talk about the development of visitor attraction on social media, visitor attraction, and nation-brand image.

She thought to herself, "Ah, the field trip," how excited she was, even though she was nervous about it. "It's a good thing I met random people on my holiday trip to Borobudur Temple." One of her first encounters with foreigners was with a German tourist the same year she was born. They posed for photos together. She was now wondering where the pictures were. Tourism research is a study of life itself. She wonders if she chose the wrong major, or if she's just a typical Virgo with many interests:) She earned her bachelor's degree and master's degree in communication science before going on to earn her MBA and PhD in tourism and hospitality management. She fell in love as well as fallen into academic life.

Not sure why, maybe it's just little B a bit confused, trying to find the meaning of life, the purposes, the study of life. Getting to eye-witness bright people with sharp thinking ended up being explorers, travelers, and an unsuccessful businessman, or free-lancers. She is on the verge of becoming one of them. On her way to dinner with her friends, she remarked, "It's tragic."

Dark Tourism in the eye of introvert scholar

She ended up writing about it after hearing gloomy news and receiving many condolences. Visits to death sites are much more meaningful, theories of memorable experiences become present, and she analyses it while mourning. Now that she has heard the truth from her guru and from the books of prominent

professors, she is convinced. She doesn't remember how she got in touch with Prof. Max, the mentor and collaborator who teaches her not only to be sharp in writing, but also to work hard and not give up.

She was at the stage of mourning and death sites such as Trunyan cemetery when she co-edited that book, and the role of Bali Aga cultural heritage was the medium for her contemplation. Over the last five years, she has continued to investigate the death sites while also studying other research areas such as media-related tourism, voluntourism, and the role of technology in the branding of visitor attractions. To that end, she wrote Virtual Dark Tourism.

Her simplest mind intrigued by death sites and the quasi-suicide, and Japan was a good place to visit. Hands that are invisible, she believes she was guided by an invisible mentor from another part of the world. Because music was out of the question for a few weeks, she decided to watch a movie. She tried to be brave, and she investigated the possibility of combining media-induced tourism theories with the phenomenon of quasi-suicide experiencescape, which is now known as suicide tourism. Not a popular idea, as she inadvertently stated at a conference in Vietnam that dark tourism is not a hot topic. She wasn't sure if it was because of the inappropriate word she used or something else. That day, however, will never be forgotten. That day, as Natalie Imbruglia sang in an old song, THAT DAY, she finished writing about it. The chapter Dark Tourism as Quasi-Suicide: A Case Study of The Sea of Trees came out.

Falling in love, social media scholars, and sustainability

She was reading it, ah, it's already dark, today was a productive day for her. Obsessed with social media-related works, she ended up reading online user reviews. Fascinated by it, taking the opportunity to elaborate on it felt like returning to communication science studies. She tried, but it wasn't quite right. She was concerned that some social media scholars would be upset with her for failing to cite their work. An Analysis of Online User Reviews of Death Sites and The Paradox of Authenticity and Its Implications for Contemporary and "Bizarre" Tourism Campaigns were published.

It was like falling in love, it was like going to the theme parks, and it was fun writing about it. Greenday, the Jesus of suburbia, is playing her favourite band. She whispers to the morning breeze that caresses her face, gently her heart melts with the universe, ah green the leaves, she has to re-study the spectrum of sustainability. Unfortunately, the drought is still in her laptop.

Traveling back and forth to familiar places, she begins to question herself, "do I really know these places, ahh Southeast Asia, Nusantara, she smiles at strangers she met in the jungle?" Oh no, one of her friends landed in hot water when a troubled man with a different upbringing and background misinterpreted their friendliness. That had to be the research area that her friend Annmarie Nicely was interested in.

To meet her KPI, she can't get enough of solo dinners, introverted people, and Instagram. It's all because Instagram has a lot of pictures of animals, and she happened to come across some interesting posts where introverts are actively involved in Instagram talking about their solo dining experiences. "Ah, what a wonderful post," she exclaimed as she walked to get her lunch.

She analyses it alongside the sounds of music, a bit of late 1990s music, and the sad news of the death of a famous lead vocalist of a band. And she's wondering how she got involved, "Am I that introverted person who enjoys solo dining?" she wondered. Attempts to persuade the editor-in-chief of the prestigious Journal of Tourism were futile. It was worse than any rejection, the cold words of "rejected," which she had heard many times. Her mentors were extremely proud of how she handled the situation. Perhaps partly because she keeps it to herself. Lessons learned, and just to make her laugh, she wrote it in her mother tongue. Smooth, yeah, we know that, said the person who loves her so much, commenting on the strange behaviour of an unhappy baby (read: unhappy early-career academic). As time passes, she manages to overcome it. Fortunately, she is the type of person who can be sad for a few minutes and then forget about it.

The non-rock star academics. The mentor who knows her well stated that her first impression is that she receives too much, that she is a baby, a child, or that "you are very spoiled." She was fine with it; oddly, she

took it easy. Partly due to the fact that she doesn't say much. She isn't irritated, and she doesn't clarify. Yes, her introverted personality perplexes people, but what can she say? She lacks social stamina and thus says nothing. Surprisingly, close friends thought of her as a funny, fun, and okay friend. She enjoys listening to others. She has also been questioned during the first meeting of the course that she is required to teach due to her appearance. Again, she is not irritated, possibly because she is too oblivious.

She frequently struggles with her diverse research interests. She enjoys reading about topics about which she is unfamiliar. She frequently read too much about the works of rock star scholars. She (is) astounded by their work. She is well aware that they worked extremely hard to get there, and as a result, they have earned every bit of admiration from people like her. This is one of the reasons she continues to work as an academic; their work piques her interest. She discovered that every encounter, social interaction, and communication with them made her feel alive. Take note of what she said about social interaction, most likely via email or social media, with the occasional meeting at conferences. She admires their sharp thinking and writing abilities; they are very articulate, and she frequently believes they can read her mind. These could be the sparks she has when she speaks to her students. If you're feeling this way, you're probably going through the process of developing your teaching and research philosophy.

That awkward scholar, and with a dry sense of humour. When she is alone, she enjoys herself. She was taught to be a self-directed learner. She recalls spending most of her time as a solo learner during her PhD studies; yes, it was part of the right path for PhD students. She reads and reads, but she only produced 2-5 pages of reviewed literature per day for her PhD work. And it was only productive after she finished her early prayers at 9.00 a.m., and if she was lucky, she could write until 10:00 a.m. She realised that deep casual writing is far more simple than academic writing.

That was the day she faced her PhD defence. Her PhD work was reviewed. It was a gloomy day. Surprisingly, she is the type of person who still admires the prominent Professor who reviewed her work and has faith in her PhD supervisor. She discovered that a PhD supervisor is similar to her father. He is only concerned with what is best for her. As a result, she overcame the difficulties and challenges. She began to recognise her weakness of reading excessively about anything and everything she came across that day. Then she discovered the wonders of interdisciplinarity, multidisciplinarity, transdisciplinarity, cross-disciplinary, and adisciplinarity. Don't worry if you get distracted like she did; it's all part of the journey. Accept it; the process will get you there.

She took a quick trip with one or two friends, mostly to eat out. She has a very small number of circles, but she is strangely content with it. Inspired conversation leads to another appointment for lunch or an outing the following week. She went out several times before realising that time flies and that inspiration does not always strike at the right time. She was frequently frustrated, but that was probably the point at which she realised that being human was more important. Solo dining is also a good option because it is quick and provides a good experiencescape, she admitted. However, as an academic, she recognised the importance of being a part of the group. Solo may be able to complete the tasks at hand, but she has learned the hard way how cruel and cold the academic world is. As our father used to say, fly, be an eagle when we need to complete a task, but fly together with others when we need to complete a mission. Although it may be challenging for an introverted academic, we must do it. According to some of the stories, a balanced lifestyle is essential, especially for the next generation of female tourism researchers.

You should listen to music or watch movies, any movies, whatever it is that you enjoy. If the taste of your music is so bad that it's embarrassing, use earplugs; you'll look much cooler. You should enjoy falling in love more often, even with the colour of banana trees in front of the second home. You can even post a selfie of you on Instagram. You don't have to be outgoing or pretend to be an extroverted academic. Don't compare yourself with other(s), It's okay to be yourself; if you want to wear your favourite jumper to campus every day, that's fine. Look, "b" used to walk around campus in her favourite flowered pink jeans and cardigans. Remember, as long as your Dean is pleased with your work performance, everything will be fine. Again, you are not required to dress in the same manner as other academics. You don't have to drink coffee; tea is also a

good option, and oh oh milk tea with boba isn't so bad; even Big "B" enjoys it on occasion. Last but not least, you should clarify that not every issue at the office requires your response; if you want to be in a strategic position, you must engage in office politics.

That's all the stories I've got for you. I don't have a lot of experience, but I hope this narrative is helpful to you. I'll leave you with Gin Blossoms' Hey Jealousy from the 1990s.

Bintang Handayani

Universiti Malaysia Kelantan

144. Letter from Anne Hardy

Good morning future tourism leaders,

I am writing this letter on a drizzly morning in Hobart, Tasmania. I have just dropped the kids at school and I am doing what I like to do most mornings – write and ignore the constant stream of emails, messages, notifications and tasks that never stop giving.

The purpose of my letter is to give you a few tips on what I have learnt through my career so far. During my time in academia, I have learnt so much and I am also seeing a lot of change. The ideas that I present in this letter are based upon these things and I am hopeful that they may help you navigate issues as you move through your career.

Do what feels right and keeps your passion for tourism burning. University priorities and metrics change all the time. Sometimes the strategic priorities of institutions will be focussed on attracting industry money. At other times they will be focussed on attracting competitively funded grants. Or it may be that high ranked journals, or the number of papers you write, may be the strategic focus of your university. During my career, at one time or the other, each one of these foci have been a priority at one time or another at the universities that I have worked at.

Because of this constant cycle of change in strategic priorities, there is risk that if you put all your eggs in one basket and follow the trends, you will leave yourself exposed when the priorities shift. I much prefer to keep one eye on current metrics but at the same time, do what "*feels right*"– if a treasured colleague of mine asks to write a book chapter for their book, then I will, regardless of what my university wants, because I will be supporting them and because it might be something that I enjoy. Following your gut feel and your passion keeps your research alive and exciting. I believe that balancing passion projects alongside the requirements of your university will mean you the quality of your work will be far better.

Be brave and honest about what you can – and can't – do. As many of my trusted colleagues will know, I am a creative researcher who loves big ideas, but when it comes to forms and fine details, I am hopeless! I am always honest with my colleagues about this, because I believe that being upfront about our capabilities

allows us to a) work to our strengths and b) build teams where the strengths of the members compliment each other. Honesty and trust, in my opinion, are very important in academia as we often work in teams where a cohesive approach is essential for success. Don't bluff your way through; this will always get you unstuck. Being honest makes you human and relatable and a far better colleague in the long run.

Allow yourself to join the ride down the caring slippery-slide. Many women have caring responsibilities- be it our kids, pets, family members or parents. I like to think of this responsibility as being like a big long slippery slide in a park. When you are trying to balance a demanding career and caring responsibilities, there are often times when you have to make a choice – will I hold on to the hand rails and resist going down the slippery-slide and stay at work? Or shall I let go of the handrails on the slippery-slide and let myself go? On some occasions work demands that I resist and stay at work to get tasks done. But on other occasions my children need me. They may need me to pick them up from school, rather than take the bus. They may miss their mother after I have been on a work trip. Or I may just have a feeling that I need to be with them. It is on these occasions that it is important to let go of the handrails and slide down that slide. Don't ever feel guilty about doing this. So long as you are getting your work done and you are meeting the expectations of your boss, then it is OK to let yourself go and enjoy the slippery-slide ride. Caring is an activity that will stay with you forever and the act of caring well for someone is an honour and one that you will not regret. Missing out because of work on the other hand, *is* something you will regret. Perspective is always important.

Hobbies outside of work. Three mornings a week, I swim or do some form of exercise. I also love my garden, a good dose of retail therapy, skiing and hiking. These hobbies refresh my brain and give me a break from work. Having a hobby outside the demands of academia is important because it is a career that can be all consuming. Allow yourself this time- it refreshes your body and your brain.

Fight prejudice via peaceful yet firm resistance. Over the past twenty years, I have seen some heart-warming and positive changes occur within the tourism academy. The days of all male leadership are becoming fewer and the patriarchy is weakening. However, we still see the existence of all male conference panels ('manels') and I still work in an organisation where male leaders outnumber women. This makes me white with rage! However, for the most part I try to contain the rage and fight the fire with a certain form of firm diplomacy. The reason I do this is because: a) I do not like conflict; and b) I find that firm and quiet pressure from the sidelines can be very effective. Anger from one person often incites anger from the other. I have found that quiet, yet firm and honest discussions can be way more effective in creating change. Having said this, there *are* times where rage is warranted. Pick your battles – and your ammunition- carefully.

If you are not working well, don't stick around. When I was a teenager, my father taught me that if I was not doing my homework at 100% then I should stop, have a break and then restart later. This is a mantra that I have carried through into my work life and is now and engrained habit. I don't watch Netflix at work, I don't do lots of social media at work, nor do I have notifications on my email enabled.

As a mother of two kids, I need to use my time very wisely and while I do try to stop every day for coffee and lunch, I try to work efficiently and at 100% when I am at my desk. If I am not, I go for a walk around the campus, go pick up the kids, or head home. Life is too short and too busy to muck around at work; I would much rather muck around somewhere more fun- in the garden, on the bushwalking tracks, in the ocean or with my family. Efficient work habits make work easier, more productive, and far more satisfying in the long run.

Give to others. Academia can be a very selfish world. We are judged by our output, our records, our research funding, and our performance as teachers and researchers. We must constantly improve and be seen to be at the front of our respective packs if we want to get promoted. As a result, academia is a fertile breeding ground for narcissism and selfish behaviour. My advice is don't fall into the trap of always thinking about promotion, self-gain and how you can do better. Think about your peers. Help them. Give back. Do projects that help your industry even if there are few material returns for you. One of the most enjoyable things I have

done in my career is organise Iso-CHATS alongside my colleague Associate Professor Tamara Young. We created this seminar series during the COVID-19 pandemic to help connect academics who were stressed, missing connection and often enduring long periods of isolation. There was nothing in this for us – we got no money, no support and no help when we first began. *But* we did it because we wanted to help and we wanted to give. We have been rewarded with new connections, new friends, and a strong sense of camaraderie. Giving and goodness pays off and is recognised and rewarded, and is ultimately what makes our work worthwhile.

Have a good laugh. My final piece of advice is that life is too short to be 100% serious. Make friends, take time to socialise and have a good laugh at work, at conferences and at workshops. Tourism researchers are generally highly social individuals. Surround yourselves with good people- these will be your support system as you move through your career. And laugh like there is no tomorrow!

Thank you for listening. I do hope you gain some insights from this letter,

Anne Hardy

University of Tasmania, Australia

145. Letter from Fahimeh Hateftabar
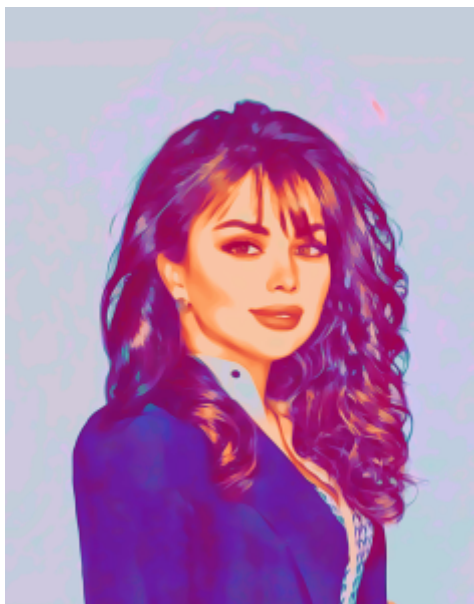
Dear Future Women Tourism Researchers,

I consider this book one of the most influential books I have ever read, particularly the section dedicated to its letters. I have read nearly all of them, and I am genuinely grateful for the powerful and beautiful women who wrote these letters sincerely and warmly for us. Some of these letters have been so inspiring to me that I have saved them for future reading.

Often, many of us assume that others have yet to encounter difficulties and challenges on their path to progress and success. We tend to believe that their journey has been straightforward. However, through these letters, the truth reveals itself—a truth that unifies us all: each individual, regardless of their station or circumstance, carries their unique set of trials and tribulations. And what a delight it is, what an unparalleled source of motivation, to witness how these incredible women have not only overcome but triumphed over these adversities.

Each letter I have read has been a great source of inspiration for me. From the depths of my being, I extend my sincerest wishes for the success and increasing happiness of every one of the authors who so generously shared their experiences. I am also immensely grateful to Professor Sara Dolnicar and Professor Antonia Correia for providing such an inspiring and valuable resource.

Now, I would like to share my academic journey with you. By sharing my story, I sincerely hope to offer support and motivation to all of you.

My academic life's path has been far from conventional. Initially, my academic focus was on Solid States and Plasma Physics, immersing myself in the world of numbers, mathematical calculations, and formulas. The realms of marketing and tourism seemed distant and unfamiliar. However, driven by a strong desire, I boldly decided to switch my field of study during my graduate studies and delve into tourism and marketing. This transition was challenging. Overcoming the challenges of learning a whole new discipline was tough. Still, it paled compared to the daunting task of preparing for the highly competitive entrance exam for the master's program. Achieving a high score in a field, I needed more prior knowledge of seemed almost impossible. However, my determination to succeed prevailed.

Against all odds, I secured admission to the prestigious University of Tehran _ the most highly regarded university in Iran_ with an outstanding result. Graduating with a perfect GPA of 4.0 out of 4.0 felt like a miracle. It was a testament to the power of passion, dedication, and unwavering commitment.

But the journey didn't end there. Driven by my thirst for knowledge, I set my sights on pursuing a PhD abroad. The opportunity came when I was accepted into Sorbonne University in France, a whole new world filled with rich cultural experiences. Although I didn't speak French then, I fell in love with the vibrant academic environment, the charm of the Sorbonne, and the aroma of French coffee by the Seine River. However, as you can imagine, it wasn't all romance and tranquillity. Amidst the emotional challenges of being far from home, I faced the typical struggles and uncertainties of being a PhD student. Writing a doctoral thesis felt like an insurmountable task. Yet, with perseverance and the support of my mentors, I completed my studies in early 2021. One of my greatest regrets is not having a picture of my thesis defence ceremony in the "Salle Liard Sorbonne." Due to the pandemic, my defence was conducted online, denying me the chance to capture that memorable moment.

I thought that after successfully defending my thesis, the path would be smooth, and transitioning into the job market would be effortless. However, that turned out to be a childish assumption. Finding an academic position during a time when universities were closed due to the global pandemic, or when there was little interest in hiring new faculty members, proved to be a tremendous challenge. I relied on teaching and hourly contracts to sustain myself during this period. My background in mathematics and physics proved valuable as I offered private tutoring to students at various levels. However, these jobs needed more stability, leaving me uncertain about how many teaching hours I would have each month. Consequently, I couldn't fully rely on them.

Since April 2023, I have been employed as a university professor in France, and it has been one of my life's best and most significant events. However, it was only sometimes smooth sailing to reach this point. There was a time when I felt discouraged and disheartened about finding an academic position. The period between graduation and employment was filled with what I thought were the darkest days of my life. Not only did I face personal struggles, but I also experienced the frustration of being unable to secure a job despite my efforts. I began to question whether I had made the wrong choices and embarked on a misguided path. Considering the six to seven years invested since changing my field of study, it was incredibly challenging for me to consider turning away from this path. Moreover, the financial and emotional costs were overwhelming.

During this period, I must confess that I didn't take good care of myself and neglected my mental well-being. Personal issues and unemployment took their toll, resulting in a cycle of motivation and energy fluctuations. There were days when I woke up with great enthusiasm, hoping to have a productive and meaningful day. Yet, there were countless days when I couldn't muster the drive to accomplish anything and wasted my time in apathy and idleness. Recently, I discovered eight unfinished and incomplete articles on my computer, left in limbo—remnants of tremendous effort and countless hours spent engrossed in their topics. However, due to my lack of motivation and despair, they were abandoned, and left half-done. I am currently working on completing those projects and articles. I have realized the importance of perseverance and determination, even when faced with neglect and indifference. I want to stress the significance of caring for one's physical and mental health and well-being, regardless of the circumstances. Let my experience remind all of you to prioritize your well-being and not allow yourselves to go through a similar ordeal. Additionally, I encourage you to engage in group activities that foster motivation and combat procrastination. It doesn't matter who you work with as long as the group is organized, determined, and has clear goals and deadlines.

There were moments when it felt like success would never come, and the road ahead seemed daunting. However, staying patient and persevering taught me that setbacks are temporary and that opportunities can arise when least expected. So, my dear friends, remember to trust the process, have faith in your abilities, and keep your hope alive, for remarkable things can happen when you hold on with patience and

unwavering belief. It may take time, effort, and perhaps a few detours, but you will reach your destination with perseverance. Reflecting upon my journey, I am grateful for the lessons learned and the resilience I have developed. The challenges and setbacks have only made my accomplishments more rewarding. I am excited about the future and the opportunities that lie ahead.

So, my dear friends, never lose sight of your dreams. Be fearless in the pursuit of knowledge and personal growth. Embrace challenges as stepping stones to success. And most importantly, support and uplift each other, for together, we can achieve greatness.

With warmest regards,

Fahimeh Hateftabar

Ferrandi Paris, France

146. Letter from Kirsten Holmes

Dear future colleagues

I've been privileged to be able to pursue a career as an academic in two countries for over two decades through a period of enormous change for universities. The nature of the work and the expectations of academic researchers have changed significantly over this period. The candidates applying for entry level positions currently are outstanding and their CVs far exceed mine at a similar career stage. I do, however, have some experience and can offer the following advice based on my own career and that of my colleagues over the years.

Firstly, **enjoy the work**. This is essential. Universities are heartless places to work but if you enjoy what you are doing, you can shut out some or all the unpleasant noise.

Find wonderful people with whom to work – both inside and outside your institution. You can't pursue a successful research career on your own, at least it is much harder and it is also much less fun. Working with wonderful colleagues will bring you joy. You will share the successes, commiserate together over rejections and support each other through the challenges that universities like to throw at their staff.

Keep in touch with colleagues when you move institutions and countries. These are the people who you are not actually doing research with but perhaps you taught together or chatted over coffee. I have not been very good at this, I'm a natural introvert, but try and keep up these relationships. Invite colleagues to give online guest lectures to your students or attend an online seminar your new institution is hosting – just keep in touch.

Think big with your research projects. It takes about the same amount of work to write a small grant proposal as to write a large application so aim high.

Don't be an a**ehole. My apologies for the language but this is a mantra of mine. I am appalled by the way some senior colleagues behave and treat colleagues, especially junior or professional staff. I am also irritated when senior colleagues cannot give bad news and mess up the delivery. We have all been there – be clear and be compassionate. Treat people with respect in your field and in your institution.

Call out poor behaviour. It is not acceptable, do not let others get away with it. Ensure that your institution has policies, procedures or guidelines that you can call on when you are challenging others about their behaviour. If your institution does not have these yet – introduce them!

Be flexible – only about half of my research is within the tourism field, broadly defined. The rest is in the wider not-for-profit sector. Perhaps this means I am less well-known in either field but it creates more opportunities for me. I have taught a fairly wide range of subjects over the years. The university pays me to teach and do research. I have been able to research whatever I wanted over the years so long I delivered the teaching as specified. I am happy to be flexible in what I teach if it allows me autonomy over my research.

Grow your discipline. This is not about your research or your teaching but about professional associations and your field more broadly. Join the associations, nominate for positions on their boards, work with colleagues across institutions and countries to promote your discipline and make it a better field within which to work.

Finally, academia and **research do not have to be your life**. Early on in my career I witnessed the distress of colleagues when things go badly in academia, often through no fault of their own. I have experienced those moments as well. Once upon a time my job was given away to a male colleague while I was on parental leave. It was a low point in my career and my life but having a wonderful family with two gorgeous children kept me going. You need something else in your life during the dark times.

Of course, I hope you will experience all of the positives and none of the downsides of working as a researcher in 21st century academia, and thoroughly enjoy your research careers.

Wishing you all the best with your endeavours!

Kirsten

Kirsten Holmes

Curtin University, Australia

147. Letter from Susan Houge Mackenzie

A message in a bottle for future women tourism researchers

In my sister chapter for this book, I drew on an actual and metaphorical river to explore my personal and academic journey and how that informed my contributions to knowledge. This chapter is a continuation of that journey, as it represents the message I would send 'downstream' to future women tourism researchers based on my 'upstream' experiences.

Begin how you intend to continue. By this I mean, get into good work habits early. I got onto a number of bad work habits when I was a PhD student and early career academic that persist today as an full-time academic with two young children. There are some things that might work short term (e.g., burning the midnight oil as a PhD student; saying yes to every collaboration – more on that later) that are unsustainable over the long term. Creating a boundary between work and home is important to do from the outset, as academic work can easily take over your energy and attentional resources outside far beyond your physical office space. This has never been more true than in the Covid-19 era where online interactions permeate so much of our working lives. Draw firm physical, mental, and technological boundaries (and please email me tips on how to effectively do this when you figure it out).

Keep your horizons open. This is particularly important for early career researchers. During the PhD process, it's very easy to think that ending up at a top research institution is the be and end all of your existence. This thinking is powerfully reinforced by academic environments, particularly in research-intensive institutions. I found it incredibly helpful throughout my PhD and post-PhD to work in non-academic environments. For example, after completing my PhD with zero publications, I spent six months travelling and working as a river guide in South America. This experience, along with other industry-based and teaching roles, assured me that to life would be okay if I didn't end up in academia (and might even be better as I could choose where I wanted to live). I'm sure this dilemma is crystal clear to any woman academic who has grappled with deciding whether or not to move their family (or move away from family) halfway across the world to, for instance, a small town in a foreign country for an academic job. The tension between moving where the academic jobs are and ensuring your family's well-being is a real challenge to consider – regardless of

whether children are involved or not. I was fully open to a non-academic pathway before getting my first job offer, and remain open to that path if academic work ceases to be fulfilling or manageable. Having experience and interests outside of academia, and awareness of work opportunities beyond the academic setting, is incredibly helpful for your mental health and your career prospects. While we (supervisors and students) often focus on how challenging it is to get the ideal research position and what we need to do to prepare for that, we often overlook the important question of whether that is actually the most desirable future career and lifestyle. **Question this assumption early and often, and stay open to and aware of the many ways one can be a tourism scholar, both within and beyond academia.**

Choose your collaborators carefully. Collaborators can be the raison d'être for your work, or the bane of your academic existence. Working with a team has the potential to make you feel incredibly valued and motivated, and good collaborations have formed the basis of my most enjoyable academic work. I've found that sharing your research successes and failures with others enhances both of these distinct, but inevitable, experiences. I'm more motivated when working in a team, especially during onerous aspects of research; we create better ideas than any one individual; and collaboration is invaluable when navigating set-backs or challenging peer review processes. My best collaborators have: acted as a sounding board to help me process critical feedback, given me new perspectives, identified ways to move forward, and helped me enjoy all the inevitable ups and downs of the creative process. Importantly, they can also let you know when something is, finally, good enough (see final advice). None of these things are achieved when I sit in a room with only my computer for company.

Now a caveat: While I prefer collaboration, I'm increasingly choosy when it comes to who I spend time collaborating with. **I recommend that future women scholars 'get choosy' from the outset.** Think carefully about what a collaboration will entail, what aspect you will be in charge of, what the collaborator(s) bring to the table, and how much time you can commit. **If possible, I recommend trialling a collaboration on a smaller scale**, such as via a research note or a conference submission, before embarking on a larger project. A short initial collaboration may tell you everything you need to know about whether this person will be a good collaborator for you – and I don't just mean in terms of their academic skills. Consider: *do I feel energised, excited and valued after working with this person or chatting with them* (in person or via phone)? Or, *do I feel drained, frustrated, or resentful by our interactions*? I think it's important to pay attention to your emotional experience when working with collaborators as this will often drive how valuable and generative collaborations are, both in terms of academic outputs and your fulfilment at work.

Ensure that you enjoy what you're doing on a day-to-day basis. This also relates to choosing good collaborators based on the experience of working with them, not just the outputs. Beyond the ephemeral feelings of achievement one gets when completing or publishing an important piece of research, its important that you actually enjoy the day-to-day business of being a researcher. For instance, this will involve a lot of time in meetings, teaching, marking, on computer screens, answering emails, and responding to criticisms from reviewers, administrators, and sometimes even students. Consider these myriad activities in addition to research activities and outcomes, and ensure that these are things that you enjoy, are motivated by, and will ultimately help you thrive on a day-to-day basis.

Find outlets to express yourself that have nothing to do with academic work. In my case, this is playing football and being part of a team where most people don't know or care what I do for a living. In this environment, I can shed my academic self and be as silly, unprofessional, illogical, or even vulgar as I like (note: this doesn't mean disrespecting others). I think accessing social and natural environments that allow you to freely express yourself outside of work, hopefully in an unself-conscious way, is a necessary counterbalance to the intense cognitive gymnastics we engage in every day. I access this escape through sport, but for you it might be art, cooking or motorcycle maintenance. It's not the activity that matters, but rather the way it can take you out of your academic self, reconnect you to the physical/aesthetic world, and reorient you to what really matters in your life. I think this is a key aspect of maintaining mental health as an academic. **A corollary to this maxim: seek out friends who are not academics.** Engaging with the

perspectives of people who have nothing to do with academia is incredibly important to keep you and your research grounded in the real world.

Help other women and seek women mentors. I have never been so acutely aware of how important and valuable this is than in the past five years. Perhaps it's because I'm finally in a position where I have opportunities to help mentor other women scholars. What I've found is not only is this an incredibly rewarding opportunity that I feel very fortunate to have, but I am continually impressed by the competency and conscientiousness of the developing women scholars I am surrounded by. I have found that working with emerging women scholars on everything from teaching to research and service is one of most rewarding and invigorating aspects of my current role. I highly recommend seeking out ways to help other women if you are in a position to do so. This need not be formalised – it may be as a simple as offering to give feedback on a promotion application; helping shepherd a promising postgraduate candidate through admissions processes; listening to, and sharing informal advice with, new female colleagues during coffee breaks; or offering a woman a short RA contract in an area of interest to them to bolster their research experience. There are many ways to do this even if you don't have a formal mentoring role or a large research budget. Seeking out a female mentor can also be incredibly helpful if you are planning to start a family, in terms of discussing how to navigate the unique challenges women scholars face in balancing a family with a successful research career.

Finally, don't let perfect be the enemy of good enough. This is something I've struggled with throughout my career – typified by futile processes such as agonising over the use of semicolons and synonyms, which I do regularly. Cultivate the ability to stand back and say a piece of work is good enough as is. Or, find good collaborators who can help you do this. I don't mean do sloppy or careless work – reading slapdash research is often obvious, particularly when you are a reviewer. I mean recognise when you have made the point you need make and it is clear, well supported and critically explained, even if it won't win a Pulitzer. (When you figure this out, tell me how). Even in composing this letter I've had nagging thoughts that I've missed the really important advice, or that I could've said something more meaningful, or articulate. Or used more semicolons... However sometimes you just need to trust yourself, and know when and take your own advice. So, with that in mind, my closing advice is: **Click Submit!**

Ngā mihi nui,

[signature]

Susan Houge Mackenzie

University of Otago, New Zealand

148. Letter from Freya Higgins-Desbiolles

My letter to the future scholars in tourism research:

Choosing to become a scholar of tourism research may be a brave choice after COVID-19. Certainly, the world we had taken for granted, built on tourism growth, tourism as a path to development, greater access to tourism experiences and free movement of tourists to all corners of the globe, may soon be a thing of the past. No one really knows what our future will hold.

We may ask: Will there be a future of tourism research? I am sometimes concerned about that, considering how many challenges we are set to face and how little tourism really matters in the face of these perhaps existential crises upon us. This includes climate change, possible future pandemics and associated financial crises that we may face. However, assuming there is a future, I would encourage you to be brave and do what you can to make things better in such circumstances.
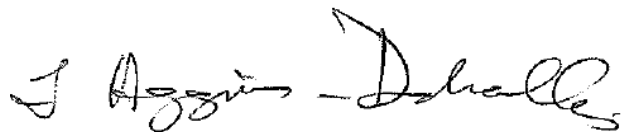
I do not have sage advice for you, but here is what I will share:

1. Know you are enough – the managerial authorities of the university will surely always tell you the opposite; please do not internalise this manipulative behaviour they will use in the managerial academy to constantly pressure you to be ever more productive;
2. Know when is enough- the managerial university will suck the life out of you if you let it; don't let it. Hug your family, take walks in nature and just be (see point 1);
3. Know that you don't know – we are pressed to present ourselves as experts and to cultivate enormous egos; great work emerges from humility, critical questioning and curiosity;
4. Know to say no (and yes)! Your work will thrive when you have a passion for what you are working on. There will be endless opportunities but choose wisely and well. You'll know what those wise choices are when you follow your own path.

Maybe this is helpful or maybe it is not... there is no formula for success. The key task in life is to distinguish between what matters and what does not when we have such a finite time on this amazing blue planet.

Really, tourism and tourism studies do not matter as much as we are led to believe. Work and careers also do not matter as much as we are forced to practice; they are a means to an end, and it would be helpful for our well-being if we kept this in mind. What really matters is becoming a good person and living a good life. It is your task as a growing and learning human being to identify what these things are for you and start working to achieve that. All that I ask is that you think about the consequences of your choices on others and pursue a path that makes it possible for others to also pursue and live their best life. We may then be able to identify a good life in and through tourism and work together towards that.

Good luck!

Freya Higgins-Desboilles

University of Waterloo, Canada & University of South Australia, Australia

149. Letter from Dan Huang

Dear women scholars of the future,

I was pondering what to write for you as I did not know what you wanted to hear from me.

"Why not ask them?"

—A voice then came out of my mind.

—A voice that always pushes me to find answers for a research question.

I happened to get an opportunity to talk to different young Chinese students in the tourism domain after giving a guest lecture to more than 100 students. They were eager to hear from female scholars and asked me many questions. The following questions that were frequently asked will be answered in this letter.

1. When did you decide to take the academic path? How did you know that you are suitable or good at a research/academic career?
2. How did you pick up a research topic?

1. About the start of the academic path

I decided to take the academic path during my third year of study for a master's degree. (It usually takes three years to finish a master's degree in China). Many young students have a sense of uncertainty and confusion about their future. They do not know how to set achievable goals as they have few ideas about who they want to, or will, be. I was one of them during my undergraduate time. In spite of this, I didn't stop learning, especially English.

At the beginning of my master's study, I still did not have a clear goal for my future. I happened to read a book called "The Paradox of Choice" by Barry Schwartz. I was very excited as this book challenges many taken-for-granted understandings of how things work and brings new insights into people's psychology by presenting evidence-based arguments. Most of its augments are based on previous experimental studies. I was attracted by such a scientific way to understand the world. I then started to do some research but failed

several times and I had not decided to take research as a career. However, I did not give up and finally wrote my first English-language paper. At that time, I felt a sense of achievement and enjoyment. Then, I decided to continue my study as a PhD student. After that, I arose every day feeling replenished and with a clear mission. Thus, it is better to try to do some research with experienced researchers to see if you are suitable.

2. About choosing a research topic

Many students give up their research halfway due to inappropriate research topics. Choosing a research topic determines other steps of conducting a scientific study, suggesting the importance of choosing the right topic. I summarised an approach called **Vipo** (value, interests, practice, and originality) based on my own experiences for selecting a research topic.

Value

When choosing a research topic, students should think about the value that their research will deliver. Practical and theoretical contributions are considered valuable in scientific studies. Additionally, I think the value to the researcher themselves is also of importance when considering a topic. A researcher can cultivate an interest, broaden their horizon, and make friends in doing research. Thus, regarding the value in choosing a research topic, three elements can be taken into consideration: interests (related to individual values), practice, and originality (related to theoretical values).

Interests

Interests are like sugars which add sweet taste to your research. It is not easy to match your interests in doing research. However, we are lucky to be tourism researchers because tourism is interdisciplinary, expanding across a wide range of subjects such as psychology, arts, sociology, anthropology, management, etc. In such myriad options, I believe that you can choose a topic that interests you. I will take one of my papers as an example—titled *Stress and Coping Among Micro-\Entrepreneurs of Peer-to-Peer Accommodation* (Xu, Huang, & Chen, 2021). I was full of interest in doing this research not only because it is helpful for hosts of peer-to-peer accommodation during the pandemic, but also I could understand stress and learn how to cope with it throughout the research process. At the time when I came up with this research topic, I was in the hardest period of my PhD journey and very stressed. Conducting research on stress was sanative and really eased my nerves. I felt grateful to have chosen this research topic.

Practice

Inspiration for topic selection can also come from practice. I always read news and netzine's comments, during which a voice of "why?" always come out of my mind. This could be a process where a research topic knocks on the door. Additionally, your own experiences and feelings can also spark ideas. This approach helped me start the research topic of my PhD—*Consumer Innovation Resistance in the Context of Airbnb*. I remembered that my first experience with Airbnb was quite good. Thus, I could not wait to introduce this new App to my friends after my trip, but my friends said that they would not use Airbnb. This was out of my expectation and I started to ponder the question "Why do people not use Airbnb?" My whole PhD journey was dedicated to this seemingly simple question, ending up with a thesis which won the Keeling Award 2022 from Travel and Tourism Research Association. It is worth noting that the topic can start from practice but will go further, as theoretical consideration is the core of scientific studies.

Originality

Originality reflects the newness to current knowledge and includes different levels, with purely original research on the one side and no originality at all on the other side of the spectrum of incremental originality (Rodríguez Sánchez, Makkonen, & Williams, 2019). Purely original research

is radical and not reported in any other fields, being able to contribute significantly to current knowledge and theories (Rodríguez Sánchez et al., 2019). A research topic should have a high level of originality. This requires researchers to think big and find a research topic to address a knowledge gap that is not only a gap to a narrow tourism context, but also to the entire tourism domain or even to other fields. To find such gaps, massive reading of literature in tourism and other subject areas is helpful.

The elements of interests, practice, and originality are not independent of each other. We usually need to combine them in choosing a research topic. It is just like making a cocktail (Figure 1) where you may add different elements in various ratios.

Finally, I would like to encourage young women to pursue a career that interests you. I hope that all of you can make a cup of valuable cocktail for your future research.
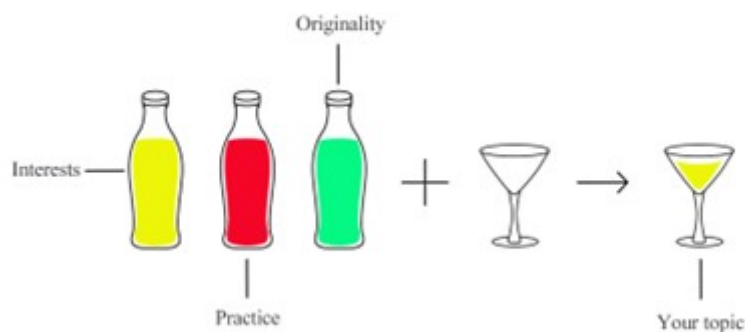
Figure 1. Metaphor of choosing a research topic (Drawn by Shushu Li).

Dan Huang

Sichuan University, China

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150. Letter from Raquel Huete

Dear young researcher,

If you question everything that happens in our social world, you will discover the social sciences to be the pursuit you have been looking for. If you can think yourself away from the familiar routines of your everyday life and look at them with a critical gaze, or connect your personal challenges with larger social issues, then you are called to become a true sociologist.

If you like to travel consciously and meet people while being respectful towards the host society, you will find pleasure in looking for new ideas to develop a fairer and more sustainable tourism industry.

Then never stop enquiring how social life and tourism works. In this way, you will ask questions, look for data, talk to people, listen and read what other researchers have found out and, please, make your own hypotheses. It does not matter whether your research is a mainstream issue or not, you must try to write and publish your ideas.

Even if you are proud to be a sociologist, do not be afraid to cross the boundaries into other disciplines. It is always a good idea to explore the different perspectives that other sciences offer to understand human behaviour.

If you want to be an expert in tourism, you will have to be a tourist because you need to feel like a guest in order to comprehend tourists, while you will have to be a host in order to understand local society. You will learn a lot of things by travelling, but you will also have great experiences by being a host. So do not hesitate to host people at home, listening as they share their thoughts and discussing their perceptions of the place where you live. In both situations, travelling and hosting, it is worth making the effort to understand others, learning their language whenever possible and above all being open-minded. Finally, if you really want to be a social scientist, be very respectful of the different ways of being in the world.

I hope you will find your own way to become a brilliant tourism researcher.

Best wishes from Spain.

Raquel Huete

University of Alicante, Spain

151. Letter from Karen Hughes

Congratulations on choosing tourism as your field of research – there are so many exciting and fascinating things to study! While this is great, beware – you'll need to focus! Pick an area that inspires and intrigues you then try to link all your work to that. Not saying don't pursue other interesting avenues, but do try to develop an underlying structure or pattern to your choices – the last thing you want is your CV and publication record to look like an Oriental Hotpot!

I've been in this game for many years now, and have worked with lots of great people. And it's the people who make the journey worthwhile. Find yourself a good mentor – someone whose work and approach you admire – and stick to them like glue. Do the same with a team – if you can't join an established one, build one from scratch. Over your career you'll spend many, many hours with colleagues – choose to work with people who make your heart sing, who energise you, who prompt you to be a better version of yourself. Give those who drain you a wide berth – life's too short!

Academia can be hard work – try not to take things too seriously and never forget to have fun!! We're lucky we're in an area that allows us to travel for work – this is gold. Use it! Be a tourist, go to conferences, observe, participate, share your work, soak everything up.

Do not compare yourself to others. Everyone is on a different journey – you'll get there in the end. Take time to smell the roses, spend time with important people in your life, if relevant – take a couple of years off to be with your kids as they grow up. But most importantly, DO NOT feel guilty for putting family and friends first – work will always be there, they certainly won't!! I took several hiatuses from work to follow my other half to far-flung postings – Israel, Syria, Malaysia, Puckapunyal – I used these as opportunities to study, to be a tourist, to be a mum, to experience different cultures. Admittedly, the pitstops concerned me a bit at the time ("will I be out of touch?", "Will I still be competitive?", "WAH – my career looks like a dog's breakfast!"), but on reflection, these breathing spaces have made me a more rounded teacher and researcher. And a more compassionate and understanding human.

It's probably best if early on in your career you accept the fact that your work will never be done – pull yourself up every time you utter these fatal words "I'll just clear my emails then start on x, y, z". Emails and requests will just keep rolling in. Sorry sister, if you think otherwise, you're severely deluded.

On a similar note (and this might come as a surprise to some), you have not been employed to save your workplace – don't let anyone flatter you into thinking that if you say no to a task, the place will fall apart. It won't. Let others, particularly the guys, take on some of the jobs – after all, sharing is caring! 😊

Please reach out to the sisterhood if you need support and advice – We get you; we're in this together! Seriously, there's no prize for being the most burnt-out.

And don't let anyone tell you that teaching's not important – *it is*! Teaching inspires the next generation, and unless we grab them at undergraduate level, it's unlikely we'll see them as PhD students and future researchers. Your role in the classroom is critical – share your knowledge and findings, weave your insights and experiences into your lecturers, inspire and engage students with your enthusiasm! Who knows, you could be standing in front of future leaders in our field!

Finally, look after that Someone Special in your life. Who's that you ask? You, that someone special is YOU!

Your academic career will fly past – live every day to the fullest and best of luck to you all!

Karen Hughes

The University of Queensland, Australia

152. Letter from Anna Irimiás

Dear future women tourism researchers,

At the time of writing this letter to you I am 43 years old, and have been in academia for over 15 years. When I think about what I might have done differently in my professional life, the piece of advice I would give to my younger self is: trust your capabilities and be strategic.

I am the first person in my family to obtain a university degree. A degree awarded in a foreign country. My parents are exceptionally hard workers who taught me to "get the work done" and to be humble. But doing research was something they found hard to see as a "real" job. My talent was first recognized by one of my professors, Pasquale Fornaro, who said: "*Anna, you are a born researcher, you have what it takes.*" However, it took me years to truly believe this. I have always been grateful to my professors, excellent academics, who supported me. It was Prof. Fornaro who suggested that I should do a PhD. Another person who saw potential in me was Gábor Michalkó, meeting him at a conference in Rome was a turning point in my career. He opened my eyes to the fact that it is possible to observe and approach tourism issues from different disciplines, and this has proved an ongoing fascination for me. Gábor inspired me to plunge into tourism research. However, I still remember the time when I felt that I wasn't good enough to publish in the top international journals. I was longing to join the ongoing discussions in the journals I was reading, but didn't think I was up to it: my research findings were not interesting enough, "others" were much better informed and qualified than me.

Then, again at a conference in Italy, I met the most important person in my life, my husband. It was him suggesting that I should send my work out. After all, if it is rejected, he said, you are the only one that will know (and the reviewers and the editor, of course, but they are not keeping notes!). My husband is not an academic, as you may have guessed yet. Our daughter was just a few months old, and I had been writing a paper at the kitchen table while she slept. Luckily, I received highly critical but positive and constructive reviews, and the paper was published. I remember that I was incredulous but so happy! Ten years have passed and now I join the discussions in top tier journals with confidence. This is also because I am fortunate enough to have the opportunity to work, and to have deep, informed and stimulating conversations with wonderful colleagues and friends like Serena Volo, Ariel Mitev, Gábor Michalkó and Dallen J. Timothy. These conversations have a huge impact on both my thinking and my research.

Here are a few things that I have learnt over the years, you might find useful:

- You are not your work. The manuscript is being judged, not you as a person. Do not take that criticism personally.
- Give yourself a work schedule. Start your day with a 30 minute work block when you actually write

something new (not editing or checking references).

- Commit to deadlines.
- Do not procrastinate, be like Nike: Just do it!
- Visualise your project finished whether it is a conference presentation, a paper or a book. Imagine the moment when you are holding the finished product in your hand.
- Identify what is unique about your work, in one sentence write it down just for yourself.
- When you are working on something new, find and carefully examine an example of the paper you are attempting to write.
- Save your energy for your creative work: no small talk or social media.
- Work with colleagues you trust and respect. Avoid toxic relations and workplaces.
- Celebrate every small success: a finished paragraph? Celebrate it!

This book includes many letters from our outstanding *current* women tourism researchers: what great company we have in our field! It gives a kind of comfort to know that they are out there. I hope that in any difficult moments you face, you will find solace and inspiration in these letters and stories.

And always remember, attending a conference can change your life!

My very best wishes to you,

Anna Irimiás

Corvinus University of Budapest, Hungary

153. Letter from Marion Joppe

Dear women tourism researchers of the future,

Tourism has been my life – literally – for 50 years since I was still in high school when I decided this is what I wanted to study. At the time, there was not a single university program in tourism in Canada (the closest was Recreation and Leisure Studies, which I pursued) and everyone thought I wanted to be a travel agent! Turns out I was actually the first Canadian to hold a doctoral degree in tourism, although I had to go abroad to obtain it. Blame my parents, who were inveterate travellers, and exposed me early to different countries and cultures, awakening a desire to learn about destination policy and planning, as we would call it today. I did not have the words in those early years and hence no clear path to achieve what I wanted. The result was a lot of twists and turns in my career path, none of which I regret. Moving through positions in the travel trade, financial institutions and government – always centered on tourism – has given me a breadth and depth of understanding this phenomenon from different perspectives that has made me a better teacher and researcher, even if many academics would consider this as having wasted time as I did not enter academia until 12 years after having completed the PhD. It is this experience that leads to the four pieces of advice I have to give you:

1. **Seize every opportunity to gain international experience.** There is no better way to understand the global phenomenon of tourism than by spending time in different countries, whether in academia or in the industry. Holidays are nice but much too short to gain any type of appreciation of the local realities, how tourism is experienced and what the potentialities for improving the quality of life of the local population might be. This requires time and immersion in the local culture. If you can, take at least one advanced degree on another continent to get you out of your comfort zone and see your field of study through a different lens. But be prepared that, depending on the culture, being a woman can come with many challenges. Sometimes you will be treated as someone fragile that needs protecting, other times you will be (politely) ignored or sidelined. Travelling on your own can also lead to unwanted attention, so be smart about the choices you make. Ultimately, what you gain will far outweigh these negatives.

2. **Appreciate the value of industry experience.** Unless you have your heart set on senior administration in academia or teaching in the social sciences, industry experience is invaluable in an applied field like tourism. It doesn't matter very much which branch you choose as long as you're willing to observe customers, peers and managers and reflect on what you are seeing. Even the most mundane job can provide great insights that help you understand consumer behaviour as well as how workplaces can be improved while still generating profits for the organization. It allows you to reflect how well the business is integrated into the local economy and to what extent the local population benefits from its activity. Having worked in the industry will also give you credibility with students and stand you in good stead with alumni and industry members. The lived reality hardly ever corresponds to the theoretical perspectives described in the literature which are often formulated based on rather privileged positions. Working in the industry will also humble you as you realize just how difficult the emotional labour of even the lowliest of workers can be and how little appreciation they receive for the care they take in making guest experiences memorable.

3. **Learn about different regions in the world and follow the news on a global level**. We may talk about tourism being the world's largest industry and that signs of tourism activity can be found in every corner of the globe, but we rarely understand the complexities of the geopolitical, social, cultural, economic, technological and environmental realities in other parts of the world that drive the demand for experiences to ever higher levels. Yet the responses to this growing demand by industry and government are what shapes its ebbs and flows with very real consequences at the local level. Developments on the other side of the world can have unforeseen consequences for the industry in our own country, and so we must stay abreast of them to anticipate the responses by the various stakeholders. If nothing else, the pandemic will have taught us that tourism is a secondary concern, no matter how important it is for a country's economy. Airlines and cruise companies also have the ability to redirect tourism demand very quickly and do not hesitate to do so at the slightest sign of possible risk to their clientele or bottom line. The fallout of these actions at the local level are rarely documented and yet the impact on livelihoods that have come to depend directly or indirectly on tourism can be substantial.

4. **Go beyond the rhetoric of sustainability and look for tourism's regenerative capabilities**. Tourism presents immense possibilities precisely because it can take place in contexts where few other options to earn a living exist. If properly designed and managed, tourism can enhance the quality of life of residents and the health of the ecosystem. To see communities share in the benefits that can be derived from tourism and protect their natural spaces and culture is very rewarding. In turn, when these stories are shared with visitors it makes their experiences that much more meaningful and hopefully enhances their lives as well. Working at that level is very different from sitting in an office writing yet another journal article or grant proposal.

You have received a lot of advice in these "Letters", some of it even quite contradictory. Which pieces resonate with you will depend on the direction you are choosing. As you can see, mine comes from a very non-traditional academic. However, one theme that is expressed in some way in all the letters is "passion": passion for what you do will see you through the tough times and set-backs – and yes, as unpleasant as these are, we do learn from them. So don't be afraid to grab opportunities that take you in different directions. Tourism as a field of study presents you with endless paths that can nourish your passion in the most surprising ways. And remember that all of these wonderful women who have written letters for you are there if you need a sounding board or to help guide you, an incredible luxury that simply was not available to those of us in the early days of the unfolding phenomenon called tourism.

I wish you much success, however you define it, and a brilliant future.

Yours in tourism

Marion Joppe

University of Guelph, Canada

154. Letter from Marion Karl

Dear fellow female tourism researchers of the present and future,

I am still very much at the beginning of my career compared to some of the wonderful tourism researchers in this book who I do admire and who have always inspired me to continue my path. After several years of uncertainty and short-term contracts during which I have asked myself many times if academia is actually the right path for me (the answer was always 'yes' because I love the work), I was offered my first permanent position recently. My academic journey has definitely not been one without detours but I have realised that all these detours are just part of my journey that led me to where I am today. Of course there were some detours that were a little too long or difficult but ultimately they helped me grow – and I enjoyed most of them. Now I can't change anything from my own journey (and don't want to) but there is some advice that I want to share with you from my early career perspective, with the hope that it can make your journey easier.

1) Take some detours if they help you grow but also be strategic in your choices

I studied geography and chemistry to become a teacher and never thought that I would end up as a full-time academic in tourism research. But from each subject, I learnt important things that are of great help now in my current job. From studying geography, I learnt to always see human behaviour as happening within a certain context (see my chapter on travel decision-making in this book) and that drives my research. My education in teaching gives me pedagogic and psychological strategies that I can use in teaching university students. I don't know what chemistry has taught me yet, but I loved learning about how the world works and trained my mathematical/natural science brain that is now very useful for statistics. So, while it took me a little bit longer to arrive to tourism research, I have now valuable skills that I wouldn't have otherwise. But, in many cases, I was not strategic in my choices and that also prolonged my journey. I was even told by an experienced professor to be more strategic in my choices and to have a vision of where I would like to be. My advice would be to figure out where or who you want to be in the future because it makes it a lot easier to draft a plan on how to get there. I found it easiest to find role models, understand how they got to where they are today and then compile my academic dream journey based on this.

2) Look beyond your own research area for inspiration from different disciplines

Maybe it is part of my interdisciplinary background or my passion for working with researchers from outside

tourism but I often (mostly) get ideas or find solutions for my research problems by reading papers from non-tourism journals. There is a whole world of fascinating topics that can explain a phenomenon in tourism and we just need to transfer the grounding basic idea into a new discipline. Journals like *Nature* or *Science* have amazing summaries of new and exciting research from various disciplines. Because they are focused on an interdisciplinary audience, they are written in a very understandable way. But don't just focus on scientific literature, sometimes inspiration just comes from you alone during a walk in the local park. So, take the breaks!

3) Trust in your ideas but embrace critical thoughts from others

Our problem as academics is often not that we don't have ideas but the contrary, that we have too many and we need to decide which one to follow up, to postpone or discard. As a young academic, I sometimes find it difficult to decide which ideas might lead to something great and which ones are just too difficult to implement. So, what helps me best in these situations is to share my ideas with the (right) colleagues and ask them for feedback. Of course the critical thoughts of others may not only be positive and sometimes can be discouraging. Don't give up too easily and trust in your ideas! I realised that every negative comment can be a potential flaw in my research that I can eliminate before implementing my study – and that just makes research better. The Irish writer C. S. Lewis once wrote: "Two heads are better than one, not because either is infallible, but because they are unlikely to go wrong in the same direction."

4) Understand failures as a chance to learn

Last year, while trying to find good examples for academic CVs during my job search, I came across a 'CV of failures' on the homepage of a young professor at Princeton University. Well, obviously, if he is already professor at Princeton university, he must have had some success. It turns out he wasn't selected for jobs, was rejected from journals and funders and didn't win some fellowships. This sounded familiar to me and made me feel better about my own failures. If you ever doubt yourself, be reminded that failures are common territory in academia. Just think of the acceptance rates for grants. You cannot always be one of the 10% who are lucky to win a grant. Don't ever give up and try winning the grant/publishing the article in the best journal! Who knows, maybe next time you will be one of the 10%. And if you still feel down after a rejection, look into a CV of failure because it shows you (black and white) that failure is part of success. After all, with every failure you will learn something and make it better next time. For an example check out Johannes Haushofer's homepage[1] and for an explanation of the idea itself, I recommend Melanie Stefan's article in *Nature*[2].

5) Find great mentors to guide you and be a great mentor for others

As you can imagine from my journey, I didn't complete my PhD in the middle of the tourism community. After finishing my PhD, I went to a conference in Brisbane and was invited by a great professor (who later became one of my mentors) to spend some time at The University of Queensland. This was the first time that I was part of the tourism and hospitality world besides brief encounters at conferences. While I cherish my geography background and mentors, I also realised how much tacit knowledge in tourism (e.g. networks, journals, impact factors) I was missing. So, my last advice is that although research work can sometimes be a lonely work, you don't have to achieve it all on your own. There are many amazing people in academia who can help you on the journey – through research and career advice or by sharing their own experiences. I suggest to find three types of mentors: 1) experienced mentors who can help you create your vision of the future and together you can plan the journey that gets you there; 2) peer mentors who share the same problems, know how you feel at the moment and together you can solve the little daily life challenges commonly faced; 3) female role models who can show you that even as a woman (and mother)

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1. https://haushofer.ne.su.se/
2. Stefan, M. A. (2010). CV of failures. Nature, 468, 467.

you can achieve everything you want. Now, this is not only about taking advice, it is a mutual exchange of working together and giving back just as much and more to others who need your help.

Finally, I want to say "Thank you" to all the inspiring women – in tourism research and beyond – who paved the way for our futures with sacrifices and passion; and made our journeys much easier.

Best wishes for all your futures,

Marion Karl

Ludwig Maximilian University of Munich, Germany

155. Letter from Deborah Kerstetter

Personal profile

I spent my formative years in Micronesia (at that time a [United Nations](#) trusteeship under the USA) on the islands of Pohnpei and Saipan. During that time—the 1960s—often considered the "golden age of flying," we flew to and from North America and Micronesia on Pan Am, which was then the USA's largest international air carrier. While my parents likely remembered their flying experience differently, my recollection is of beautiful and attentive air hostesses (now known as "flight attendants"), pilots escorting my brothers and me to the cockpit for a birds-eye view of the world, space to move around, and sumptuous meals. I thought the experience so wonderful I dreamt of becoming a flight attendant, thinking that being one would lead to my being glamorous, worldly, and independent. That dream was quickly squelched in the early 1970s when mass travel became more commonplace and being a flight attendant no longer held the same allure. Instead, I chose to study recreation and tourism management, work in the industry and, as often as possible, be a tourist.

Taking flight

In 1970 my family left Micronesia and returned to the mainland United States. We moved to Palo Alto, California where my father pursued his PhD at Stanford University. The two years we spent there were difficult. I entered junior high school as an "un-cool" teenager. I was completely unaware of drugs and the other trappings of the core culture. I responded by investing myself in something I knew—sports. I ran track for a local amateur athletic union team and swam for a local aquatics club; both provided shelter, allowing me to safely navigate my early teen years.

In the summer of 1972, two months before I entered high school, my family moved north to a predominantly agricultural community east of Sacramento, California. Here I began to take flight. I developed my interest in recreation by working for the local parks and recreation department, singing in the choir, participating in theatre, and serving on various student/youth committees and boards. Yet, by my senior year in high school, I had no idea what I wanted to do. The norm was to attend college but if I did I had no idea what I would study.

I chose to adhere to the norm and attend California State University at Chico. I changed my major multiple times until I found Recreation Administration. I was shocked that I could obtain a degree in something I enjoyed. While it was not a perfect match for my interests (remember, I originally wanted to be a flight attendant), and there were no courses focused on what is today referred to as commercial/for-profit recreation or travel and tourism, I took courses from other disciplines to enhance my degree. I also decided to complete an extended internship as an event manager with the American School System in Lima, Peru. The internship solidified my interest in travel and tourism and led to my pursuit of an advanced degree at The Pennsylvania State University (Penn State), USA.

To complete the capstone requirement of my master's degree—a thesis— I studied the effect of pre-retirement leisure counseling on leisure activity participation (including travel) of retired individuals. The outcomes of this first extensive research project were awareness of a new discipline and literature (i.e., gerontology), my first presentation at a national conference, a burgeoning interest in older adults' decision-making behavior and, after graduation, further experiences in event management, including one for Centre County Area Agency on Aging and another working with employees in Agencies on Aging as well as youth adjudication centers around the Commonwealth of Pennsylvania.

Three years after completing my masters degree I was invited to be an instructor in what was then called "Recreation and Parks" at Penn State. I took the position hoping that I would be accepted into the doctoral program in Recreation and Parks and could simultaneously work towards completing my Ph.D. It worked

out. I not only gained teaching experience, I also completed additional coursework in recreation/tourism and gerontology, minored in marketing, and completed a dissertation that built on my experiences and interests. The title of my dissertation, "An Exploratory Study of the Pleasure Travel Behavior of Older Adults," led to what I consider to be my first solid contribution to tourism research.

Climbing beyond the clouds

From 1990, when I was hired by Penn State as an Assistant Professor, to 1994 I worked with Dr. Richard Gitelson to assess how socio-demographic characteristics, benefits sought, travel experience, and/or travel group composition affected individuals travel behavior. When Dr. Gitelson decided to leave Penn State, I continued to study factors (e.g., level of involvement, attitude, perceived constraints, image, level of specialization) affecting behavior in recreation and travel contexts but did so primarily with my graduate students (e.g., G. Kovich, P. Mowrer, Dr. K. Bricker, Dr. L. Pennington-Gray, Dr. P. Chen, Dr. J. Son, Dr. J. Gao, Dr. M. Shahvali). In the 2000s my students, Dr. Mi-Hea Cho and Dr. Hui Xie, and I also began to account for the role information played in consumers' decision-making behavior. While consumers approach to decision making, including information use, as well as travel behavior have evolved since 1990, the results of our research contributed to furthering our understanding of tourists' decision-making and travel behavior.

Beginning in the mid- to late-2000s my student, Dr. Kelly Bricker, and I made a second contribution to the tourism literature. We, in concert with many other scholars around the world, began to address the role sense of place plays in tourism development and management. Our work, which was primarily conducted in Fiji, led to a more holistic understanding of "place," particularly amongst residents being exposed to tourism development.

My third contribution to the literature began with colleagues at Breda University in the Netherlands. Working with Dr. Ondrej Mitas and Dr. Jeroen Nawijn as well as one of my students, Dr. Kevin Lin, we looked at the role emotions play in the vacation experience. Specifically, we addressed how emotions change over the course of a vacation and to what extent such change affects the provision of and response to vacation experiences. Following up on this initial effort, I worked with one of my other students, Dr. Jie Gao, to determine to what extent the use of emotion regulation strategies can affect tourists' perception of self and/ or their vacation.

My final contribution to the literature is the work I'm currently doing with Dr. Mojtaba Shahvali, my last Ph.D student. Rather than looking at factors contributing to travel behavior we are addressing how travel contributes to outcomes such as relationship functioning and relationship satisfaction. Building on models introduced in the family leisure and human development literatures, we are attempting to provide empirical evidence of the link between vacationing and emotional health.

Experiencing a bit of turbulence

My lines of research, which I outlined in the previous section, have at times been a challenge to maintain. At Penn State, where I spent my entire academic career, tenure-track/tenured faculty in my department—Recreation, Park, and Tourism Management—were expected to teach two courses per semester and publish, on average, three refereed manuscripts each year. Beginning in the 1990s they were also expected to solicit funding to support their line of research. Meeting these expectations was hard for a number of reasons. First, in the 35 years I worked for the university, I had one colleague in the department who shared similar interests. He left after four years to live in a warmer climate. To ensure that my line of research was viable, I conducted my own studies or collaborated with faculty on related research. Over time, I sought and conducted projects with my graduate students who, after leaving Penn State, began their own tourism research journeys.

A second challenge I faced was obtaining funding to support my line of research and my graduate students. In the 1980s the Commonwealth of Pennsylvania eliminated its tourism office and began providing matching grants for tourism promotion—*not research*—to regional tourism organizations. Thus, I sought

funding from other sources including foundations; non-profit organizations; resource management agencies such as Pennsylvania's Department of Conservation and Natural Resources; and organizations around the country/world that supported tourism research. This was not always easy—particularly early on—as representatives from these groups did not understand: (a) what information could be gleaned from tourists that would benefit their strategic mission/goals;(b) why a non-profit or government agency should fund research on tourism, which, particularly in Pennsylvania, was perceived to be a for-profit endeavor; (c) how a faculty member could conduct research as good or better than a consultant; and (d) why they should pay for research being conducted by a faculty member and her graduate students who worked for a state-affiliated[1] university, which in their minds was already receiving funding from government agencies, taxpayers, and more. While the funding sources I listed above may not seem unusual today, in the 1990s much of the support for tourism research in the United States came from government agencies and destination marketing organizations.

In addition to not having tourism colleagues or access to existing sources of funding, I chose not to force my program of research on my graduate students. As a result, I had to maintain my own line of research and simultaneously invest a great deal of time and effort in each student's thesis/dissertation. I do not regret this decision as my most rewarding experiences at Penn State were associated with mentoring students.

My fourth challenge was accepting leadership roles. I am very focused, organized, and detail-oriented—traits that administrators like in leaders. Hence, early on in my academic career, and prior to receiving tenure, I was asked to direct the undergraduate program. I subsequently oversaw the undergraduate honors program, which required that I recruit the best undergraduate students in the department to enroll in the program, advise them, and chair/co-chair their theses. My final administrative responsibility was directing the graduate program. All of these roles required an enormous amount of time; time that could have been spent soliciting funding, conducting research, and writing.

Soaring onward

The journeys I took throughout my career allowed me to live a privileged life. I sat in bures[2] with village chiefs in Fiji, biked in the Netherlands, hiked up mountainsides in Ecuador, climbed temple steps in South Korea, swam above the Great Barrier Reef in Australia, roamed Hong Kong's street markets, and visited many natural resource and event sites throughout the United States—most often for the sake of research. These journeys, and more, resulted in my being a more empathic individual and researcher. I learned to listen rather than preach. I learned to adapt. I learned to respect and respond to the mores of each culture. I learned that without those with whom I was working—tourists, residents, colleagues, students, sponsors—I could contribute no new knowledge. I also learned that I, as a researcher, am not above or better, or necessarily more informed, than those from whom I am collecting data.

My many journeys also taught me that the research process can be unfair, particularly when women do not stand up for themselves. For example, in my first few years at Penn State, I was so eager to get published I allowed others to use my data as well as my writing and editing skills to generate manuscripts. These "others" listed me as second author. Later, especially when working with a large research team comprised primarily of men, I permitted representatives from funding agencies to direct their questions to the men, even if I led/co-led the project. I also failed to promote myself internally within the university and externally to existing and potential funding agencies, impacting my ability to attain support for my research. I recognize that many of my bad experiences were of my own making; thus, I do not blame others. Instead, I have done by best to ensure that other women recognize and promote their worth as individuals first and then, in an academic context, as researchers.

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1. Penn State is a state-related university, meaning that the university receives funding (on average less than 10% of its budget) from, but is not operated by, the Commonwealth of Pennsylvania.
2. A bure is a wood-and-straw hut. The materials used to build the bure are often tied together with rope while the floors are packed down dirt or clay covered up with coconut leaf mats.

Landing safely

I am now professor emerita of Recreation, Park, and Tourism Management at Penn State. While I did not become a glamorous, worldly flight attendant—as I had hoped when I was young—I did "land" a career that allowed me to be independent and exposed me to a diverse and stimulating world. Despite the challenges I faced, and the fact that I was not very good at the "work-life" balancing act, in the end my legacy as a tourism researcher lies in the things I left behind. I published more than 120 manuscripts and wrote more research reports than I care to remember. In addition, I was involved in approximately 175 presentations at professional meetings. I'm not sure which of the manuscripts or presentations have been most impactful because researchers' interests vary, as do trends in the field, but I am sure that the most meaningful to me are the manuscripts and presentations I completed with my students. My students are my legacy and through them I have contributed to the heritage of tourism research.

Deborah Kerstetter
The Pennsylvania State University, United States

156. Letter from Ksenia Kirillova

Dear women scholars of the future,
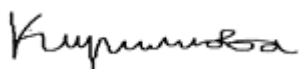
I am writing this letter to you to discuss the subject of mental health and its effect on your life as an academic. I have decided to focus on this because: (1) This volume already contains well-placed pieces of advice from brilliant tourism academics. As a mid-career researcher and a millennial, I do not yet feel "qualified" to give life and career advice. (2) The academia is known to be a place where one's mental health is brutally tested. For example, Levecque et al. (2017) found that one in two PhD students experiences psychological distress and one in three is at risk of developing a psychiatric disorder. Yet, there are still debates on the cause-effect relationships: Does the academia cause deteriorations in mental health or the academic world simply attracts those of us who are already at a higher risk? (3) If you ever struggle with mental health issues, I want you to feel that you are not alone. There are people (like myself) who have been there, and I would prefer that you learn from my experience than suffer in solitude. Below are a few lessons that I have learned:

- Make career decisions that prioritize what is good for you as a wholesome individual, NOT what is good for only your career. In my early years, I tended to think that what is good for my career is also perfectly fine for me as a person (research is my life, what else could I possibly want?). This, however, went south very quickly. As a person with a seasonal affective disorder (I get severely depressed during hot and sunny season. Yes, such people exist!), I quickly learned that my happiness in Hong Kong Polytechnic University (where I secured my first academic position) depended more on the local climate than the job (which I loved, by the way). Combined with the sense of social isolation, research and teaching became my only sources of joy. After five years at the institution of my dreams, I chose to leave Hong Kong with its eternal summers for Lyon (France) and its four seasons. From the career standpoint, my departure right after being granted an early tenure made no sense. However, I think this was the point of my life when I wanted myself no longer to be defined by my research. As I enjoy the rainiest summer of 2021 in Lyon, in retrospect, I can say that it was an intuitively right decision (although I miss my Hong Kong colleagues).

- Make the object of your concerns your research interest. It will encourage you to have an analytical and

a more objective view on what you are feeling. For me, research has therapeutic qualities; it allows me to concentrate on what feels meaningful and important at that moment. My entire stream of research on existentialism originated in the earlier struggle to find the meaning in life. Reading Sartre, Heidegger, de Beauvoir, and Buber were not just comforting but also made me feel that I am not the first (or the last) person to ponder these issues. While I cannot report on having found the meaning in life (like existentialists, I am convinced that it does not exist), it helped me through particularly unsettling periods of life.

- Find your support group, either in person or virtual. During my PhD studies, I was fortunate to receive unconditional support from my advisor Prof. Xinran Lehto (Purdue University). Aware of my depression, she encouraged me to work around these issues. For example, she had lower research expectations during summer months when I struggled to even complete minor tasks while maintaining a supermarket job to pay rent. Your support group may include family, friends, virtual communities: do not be afraid to find your support clan!

- If your mental disorder is chronic (like in my case), accept it as part of who you are and, if possible, pre-program it into your work schedule and workload. In my case, having a well-established routine is what keeps me on track emotionally, and anything that imposes structure on my routine is welcome. In other words, I manage best when I am busy with external obligations. To this end, I prefer to take on summer teaching, committee work, and I enjoyed scheduled meetings with colleagues, while fitting research tasks in between. This approach helps me stay grounded, more productive in research, and maintain my general well-being.Your pattern may be very different from the above and you may find the opposite true in your situation. Although to various extents, as academics, we can shape our own work modes. Try to accommodate your natural habits and patterns into the workflow.

- Seek help. Seeking help is sign of strength, NOT a weakness. I vividly remember one team building exercise I was involved at Purdue. My classmates and I were blindfolded and attached to each other. As a group, we were to walk in circles in search of an exit from this enclosure. The facilitator told us that if we could not find an exit, we needed to raise a hand and ask for help. We walked in darkness for what seemed like an eternity. The time was ticking, and there was no exit. When the time was up, we had to give up. What was most surprising is that none of us raised a hand and asked for help! At the debrief, the facilitator explained that there was NO exit! Had we raised a hand, the facilitator would have led us out of the enclosure. The lesson was that you cannot find an exit from certain situations on your own. Not only it is ok to ask for help but also you are expected to do so. Although I participated in various team-building activities before and after, this is the only lesson that stuck with me. As a person who considers herself self-sufficient and independent, I must often remind myself of it. If you happen to find yourself in an overwhelming situation, remember that asking for someone else's help is another aspect of self-reliance and resourcefulness.

With the above, I wish you a fruitful, enjoyable and, most importantly, healthy career in tourism research!

Ksenia Kirillova

Institut Paul Bocuse, Lyon, France

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157. Letter from Adele Ladkin

To our future tourism researchers

My career, I'm sure like for many others, has involved a lot of hard work, an element of good luck, has been full of ups and downs, and has had me laughing with joy and screaming with frustration. I continue to be delighted and surprised by some of the things I am able to do and achieve in my work, and on many occasions am baffled by my own stupidity. All of that aside, I consider myself very privileged to have spent more than 25 years immersed in tourism research (and surrounded by researchers) and all it (they) have to offer. I wish the same for you.

So what do I write to you today? As someone who has spent a number of years reading and writing about careers, I feel somewhat under pressure to give some good career advice! Not sure if this constitutes good, but here goes.

As a starting point, it's worth being mindful that an academic career is a very structured one. It has defined career routes, clear stages of advancement, expectations of achievement at each academic level, and often involves mobility within and between institutions. Operating alongside this structure are the choices we make as individuals regarding our careers; including opportunities, constraints, interests, expertise, preferences and our personal circumstances. Borrowing from Gunz (1988) who was writing in relation to managerial careers in organisations, he likened the structures of an organisation to a climbing frame, over which managers scramble to make their careers. So in our case, the structured framework is our institutions (both internal and external) and our choices we make that direct our scrambles. An academic career also has deep routed traditions, many of which were laid down when University academics were a much less diverse group of people. I do remember a time when I could never fill in any surveys anonymously, because once I had ticked the boxes of rank (Professor) gender (Female) and School (Tourism) everyone knew it was me. You guessed it; I was the lone female Professor. The structures of academic careers are embedded in the past, and whilst change is evident, there remains an 'expected' career path, as is the case for many professional occupations. It can be unforgiving for those who are not willing or able to play the game, but I am pleased to say that this landscape has and continues (slowly) to change for the better.

Set in this context, the advice I would give is to be aware of the career framework and to have a plan – where do you want to be in your career in three, five, or ten years time? What are you going to need to do to follow your plan? What sacrifices are you prepared to make, if any? Is there anyone who can support you in your decision making? In academia, there are traditional 'rites of passage' that individuals are expected to go through as we work to build our knowledge and skills, not all positive experiences it has to be said! There is also an assumption that people always want career advancement, which is not necessarily the case. Some do, others however may move sideways, downwards or not at all. So, be mindful of the structure of an academic career path but ultimately do what is right and possible for you. Scramble (or calmly stroll) across that frame at your own pace. In the early days of my career I had more than one fantastic mentor – try and get yourself the same.
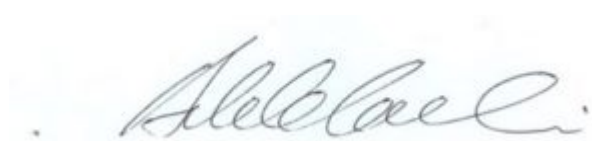
I would also advise, and it seems incredulous to say it at the time of writing during the Covid-19 pandemic, but get out and about. Virtually...physically...intellectually......out and about. To help you in your career take every opportunity to talk about your research, meet new people, do new things, take on new roles and responsibilities, get uncomfortable, mess things up but learn from it if you can. Some of the people who have and continue to make an impact on my academic life I met by chance, at conferences, workshops, programme validations, even PhD vivas! I do feel that for many of us workloads are becoming more and more challenging and there is always the pressure to deal with the immediate. This is to the detriment of many things in our work lives, including taking time to read, think, reflect and communicate about our research, sharing ideas with colleagues, and exploring other disciplines and ways of learning. An academic career might be an individual one but we can and do learn a lot from others – grab any opportunity you can and enjoy.

My final piece of advice is to weave your work into the tapestry of your life, not the other way around. Easier to do if collectively we all try.

Oh yes one more thing, get a dog. They keep you fit, tell you when you have spent too long staring at the computer and they judge you on your ability to feed them on time, not your h-index.

All that remains to be said is thank you very much for taking the time to read my ramblings and I wish you every success.

With best wishes,

Adele Ladkin

Bournemouth University, UK

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158. Letter from Mia Larson

Travelling to experience other countries and ways of living has been a way of life since I was a child. I was brought up in a family with a sailing boat and every summer we sailed to different harbours in Sweden and Denmark, and also, when I was a teen, in Croatia. So, I guess that's where my interest in tourism research started. Travelling served as a way both to get away from, what I considered, the boring little village I grew up in, and get to see new places. As I began travelling by my own in my teens, it was mainly a way to get to know new exiting people and attend cool and fun events. I stayed for longer periods in London working as an au pair, Switzerland working with show jumping horses, and Germany studying German – and for a few years I procrastinated starting a (in some people's view) "real" life by staying abroad. In a way, my travelling almost got existential, at every new place I could reinvent myself, start fresh, and start a "new" life, even if it was just a few weeks of island hopping in Greece, for example.

At 23 years old, starting university studies, this moving around continued. First part of the bachelor program was in Sundsvall in northern Sweden, and it finished in Uppsala, followed by some courses in Gothenburg before I started PhD studies at the Business School in Gothenburg. Also during my PhD studies I travelled a lot! Research conferences at twelve different places and a few months at Griffith University in Australia combined with a project employment in Östersund in northern Sweden. Of course, this did not stop after I had my PhD, I have continued attending conferences, doing extended research visits and also changed jobs a couple of times. It is still a lifestyle I pursue, integrated in my identity and life pattern, although perhaps not as important anymore, something I learned during the Corona time, time will tell.

So, it seems only natural that I first focused my research on international business and then, a year into the PhD program, switched to events and tourism. I would say that a solid interest in the tourism industry, and of course academic research, combined with a never-ending curiosity, motivated me and made me stay in Academia. Reflecting on key words of my research (collaboration, network interaction, communication, change, innovation, creativity, culture, gender etc.) I realize they go in line with my approach to life (i.e. curiosity and change, travelling and moving, relating and interacting). It may not come as a surprise that most of my research career has been conducted in multi-disciplinary environments where people with different disciplinary backgrounds, paradigms and perspectives come together in research projects. My experience is that this approach to life and work gives a lot in terms of learning to reflect on and understand the world, people, and of course be able to conduct research from many different perspectives. It may also be beneficial in terms of spotting emerging phenomenon to study early on. And...not to say the least...it is fun!

However, the consequence of this approach may also be that it does not always benefit a fast and effective research career. Instead of sticking to one research topic throughout my career, and make myself known for being a specialist in for instance event management, I move on to new, in my view more exiting, research topics. Some of the times I have started a new research topic as a first runner, and found myself bored a few years later and moved on to something else, but after some time the topic became recognized and popular. On the other hand, I find myself being able to handle many different fields and see the broad picture.

Many would agree that working in Academia, in particular as a woman, is tough. I would be the first one to agree to that. Although being an academic has been and is a lifestyle that I enjoy very much with all its benefits of having time to explore and learn, there have been many times I was very close to jumping the ship. Although I believe Sweden is one of the best countries in terms of gender equality, there is still a long way to go. However, I am happy to see that things changed a lot since 25 years ago when I was a PhD student, but still, the obscure structures persist (Munar et al, 2015; Ek & Larson 2017). Apart from the gender inequalities, Academia is a tough working environment including rough competition, workplace politics, demanding work load etc. At the same time, it is filled with interesting and intelligent people – colleagues, international peer scholars, and students. Academia is also a place to immerse oneself into research of one's

own desire (see Munar & Hall, 2020). It is a place that may sometimes seem to be very individualistic and self-promoting, but instead I choose to see it as a place of being creative with other people to pursue knowledge on matters that matter for us.

This glimpse into my academic world hopefully triggers some thoughts reflecting on your own. To assist in that I put forward some questions.

- What lifestyle do you enjoy, and how can you fit your academic work into that lifestyle?
- How can your interests fit into your research topics?
- Would you rather be a specialist or generalist in your research field, and what would that mean for your motivation/your career? You can be both, although that involves a lot of work!
- What kind of working environment makes you thrive?
- Who/what triggers your creativity?
- How do you deal with organizational politics?
- How do you find colleagues to work with that advocate equality – for real?
- How can you avoid working with academics harassing or discriminating you and/or your colleague/s and how do you go about when reporting events of harassment?
- How can you support other female researchers, in your department and in other universities?
- And, how do you support YOU, when the going gets tough?

Mia Larson

Service Research Center, Karlstad University, Sweden

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159. Letter from Anna Leask

Dear women tourism researchers

This letter provided me with an excellent opportunity to take time to reflect on my career in tourism and the key things that I've learned along the way.

I always enjoyed hospitality and tourism from a young age. At age 6 I planned my escape from our annual summer holiday on a remote farm in Argyll, Scotland and offered myself as a local tour guide to a visiting family from England. I have many happy memories of visiting attractions with that family over the next ten years and am still in touch with them now over forty years on.

I worked in hospitality while at school and continued this alongside my undergraduate Geography degree, before moving to do my postgraduate in Hospitality and Tourism. Subsequent work in planning and opening several tourism facilities gave me direct experience prior to moving into an academic position in Tourism, with a focus on planning heritage and visitor attractions.

I had always planned to become an academic, having been encouraged by my father, a Professor of Education, and it has been everything I thought it would be – varied, fun, challenging, uplifting and satisfying. I particularly enjoy the contact with students and industry, providing the opportunity to bring current research into the classroom and support students in their chosen subject.

What have I learned along the way?

Love your subject and invest time in finding your particular area of expertise, once you've found it, stick with it and try not to get drawn into too many other areas. It may not seem adventurous, but it means you can concentrate on doing the various things well, rather than being pulled in all directions and not doing any of them well.

Look for role models and leaders that inspire and challenge you to develop and learn. I've been really lucky to have such people around me, though perhaps I didn't always appreciate that when they were encouraging me to step out of my comfort zone.
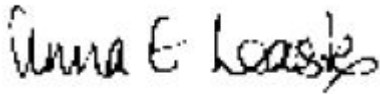
Become that role model for others around you and seek opportunities for them to flourish and develop,

bring them into meetings and situations where they can learn and support them to meet others, make connections and gain the confidence to take things forward themselves.

Finally, surround yourself with people who you trust, it doesn't need to be a lot of people, but build those relationships and support each other long term. I've been lucky, I still research with colleagues that I met at a conference 25 years ago, and still work closely with academics who I met when we were interviewed on the same day 30 years ago.

All the very best for your future careers in tourism.

Best,

Anna Leask

Edinburgh Napier University, UK

160. Letter from Jing Li

Three pillars support my passion for life: self-development, family, and career.

Dear female tourism researchers of the future (among whom I am),

HUG and WELCOME at first since reading this letter means you have set foot in the amazing field of tourism research. You must have learned a lot of valuable advice as I do from letters written by our honoured foremothers. Struggling at early stage of my academic career, I could yet reach systematic conclusions about how to live a smart career life. Instead, I would like to share my understanding of a focused topic-work-nonwork boundary management. My purpose is to remind us of the importance of caring our delicate boundaries and establishing sustainable boundary management strategies.

I will try not to make this letter serious, but I may slip to theories, data, and methods naturally. It's because it's me, who study leisure and playfulness but don't look leisure or playful though actually I am! I don't have such identity threat, in terms of my another research focus- Digital-Free Tourism, enjoying presence and spending reasonable amount of screen time daily.

The following may help if you have the same feelings as I do: I love this job (not necessarily institution-specific, but doing what I am doing- researching, teaching, and servicing in tourism). The job is part of my identity and who I am. And I think there's societal aspect of being female in academic that I haven't even fully unpacked to understand how it impacts me on a day-to-day basis.

Undoubtedly, academic work is demanding, academic women are highly career invested. We really need and appreciate the recognised welfares of being an academic, namely flexibility, work autonomy, and unceasing development. However, these deprive us of excuse for exiting nonwork roles sometime as we should. The tension between work and nonwork roles might have exerted more influences on our career and overall well-being in the post-COVID 19 era than previous pandemic. By the way, I seized doctoral degree and started academic career two months after the pandemic happened.

We all have to cope with the conflicts between work and nonwork roles – both in juggling role responsibilities and in facing perceived incompatibility between being an academic and being a woman. Existing theory suggests that preserving a boundary between work and nonwork roles could help women resolve this conflict (Dumas & Sanchez-Burks, 2015).

Here are some tips concluded from a study conducted specifically for this letter. Fourteen female tourism researchers at various career stages who work at universities were interviewed and observed. Hope their practices and perspectives facilitate your adaption.

1. **More than juggling with roles.** Boundary management is not only to juggle role responsibilities and tasks (Kossek & Lautsch, 2012), but also to manage competence perceptions and work relationships (Dumas & Sanchez-Burks, 2015). Several interviewees mentioned their pressure to be "ideal workers", who work long hours as though unencumbered by non-work demands. Otherwise, as #7 said, "we women will be devaluated as less competent or less suitable for academic roles... if only raising a childe could e counted as a piece of publication."

2. **3+3 principle of resilient boundaries.** Powerful boundaries were constructed by interviewees as incorporating three components- physical, temporal, and psychological boundaries; and having three essential traits- permeability, flexibility, miscibility.

3. **Segmentation and integration approaches.** Boundary management includes segmentation and integration practices. Segmentation reinforces a distinct boundary between work and nonwork, whereas integration (e.g., working from home) blurs the work and nonwork boundary (Ashforth et al., 2000; Nippert-Eng, 1996). Both approaches have pros and cons. Flexibility would be scarified if we sticked to the rule of demarcation, which may invoke anxiety. On the other hand, there is a consensus among most interviewees that blurred boundary is often associated with greater tension between roles.

4. **Structural and social supports.** We are not alone on the journey. Resort to supports from workplace, families, friends, and even our lovely and lively students. Negotiations about expectations, task division, cooperation with other members in work and nonwork contexts are commonly agreed as useful. Outsourcing mundane tasks has been adopted by half of the interviewed. Interviewee's attitudes to cross-field communications (talking about nonwork roles with colleagues and leaders or talking about work with families) are divergent.

5. **Job crafting premised on job autonomy.** Always remember that we are advantaged to be an academic owing to the relatively high level of work autonomy. We can better balancing work, family, and self-development through adjusting career goals, rhythm of climbing the ladder, and finding different routes to reach our goal.

6. **Adjusting to unavoidable boundary disruption.** Interviewees have all experienced disrupted work-nonwork boundaries in the recent two years. Disruptions occurred when there was a radical change and disturbance of previously existing temporal, physical and psychological demarcation between work and nonwork roles. For example, #9 interviewee talked about how struggling she was when facing sudden, nonvoluntary transition to remote work due to pandemic quarantines, so did the others. They responded in different ways and took virous strategies to cope with the disruption. Some attempted to conceal nonwork role experiences from colleagues. On the contrast, some actively reveal and share nonwork roles to either seek understanding or challenge the ideal worker pressure. Besides, they adapted through forms of role sacrifice, including trading off roles, psychological role withdrawal, or behavioral role exit. Some purposely disengaged from one role's tasks to fulfill the other role's demands when feeling they had no choice but to prioritise one over the other. Others reported experience of mentally disconnecting from a role for a window of time when feeling overwhelmed. Most extreme, and rarest form of role sacrifice involved abandoning a role's duties in partial or entirely.

Hopefully, these tips derived from the 14 interviewed confederates could add to your wisdom of balancing dual role responsibilities. Way to go, girls!

Best wishes.

Yours,

Jing Li (Lydia)

Management School, Jinan University, Guangzhou, China

161. Letter from ShiNa Li

Dear Early-career Women Tourism Researchers,

It's my honour to write this letter to you, which is also a reflection on myself. Over the years, I have reflected on myself through drawing or painting self-portraits using various media. On the left is an oil painting and on the right is a charcoal pencil drawing.

You must have learnt a great deal from your mentors and supervisors on how to conduct good research. Here are my top three key words: focus, passion and patience. I would like to explain their significance by sharing some personal examples.

Developing your main research focus(es). One of the key suggestions that I received from my mentors over the years is to concentrate on one or two main research areas and to become an expert in these areas. However, this may seem hard because there are always numerous interesting research topics to distract us. After listening to my heart about my true passion, I decided to focus on tourism economics and psychophysiological research in the tourism and hospitality field.

Regarding tourism economics research, I first combined the econometric and CGE modelling methods to evaluate the economic effects of tourism brought by large events, on-screen products and crises. This combination of methods can improve the accuracy and reliability of model results by overcoming the weaknesses of each method. For this methodological innovation, I received a British Academy Quantitative Skills Acquisition Award from the British Academy. Applying this approach, I have published several papers on the evaluation of the economic impacts of the 2008 Beijing Olympics, on-screen tourism motivated by *The Lord of the Rings* and *The Hobbit*, China's supply-side structural reform, and the 2008 financial crisis. I have also extended the literature on behavioural economics in tourism by examining the joint effects of framing and mental accounting on residents' behavioural intentions regarding public health policies to reduce the social costs of tourism, applying framing and anchoring to explore tourists' money illusions, and evaluating the framing effects of messages and images on willingness to pay for pro-poor tourism products. Regarding psychophysiological research in the tourism and hospitality field, I am applying electroencephalography (EEG), electrodermal analysis (EDA) and eye-tracking to examine the spillover effects of commercial advertising on tourism promotional videos and evaluate the appreciation of traditional arts events. Adapting psychophysiological measures to tourism and hospitality studies is likely

to lead to the generation of new theories. For example, by clarifying the relationship between brain activity and behaviour, EEG can be used to formulate new hypotheses.

A passion for your research topic. When I conducted research on economic impact of on-screen tourism, using *The Lord of the Rings* and *The Hobbit* as case studies, I not only showed great interest in applying economic modelling to assessing their impact but I also developed a passion for the research subject, the films and their characteristics. For example, I drew Gandalf and made a poster for this research. My passion for the topic encouraged me to think deeper.

Being patient in designing and conducting your research. Research students often ask about the quickest route for research and publishing. I cannot answer this question, as I think that good research takes time to design, conduct and refine, and that this process provides the opportunity to improve one's research capabilities. When I applied computable general equilibrium modelling to analyse the role of tourism in supply-side structural reform in China, my initial plan was to conduct an analysis only at national level, which of course would be a relatively quick path to publication. However, to enhance the model's explanatory power and improve the findings' reliability and comprehensiveness, I spent more than two years patiently building more than 30 Computable General Equilibrium models for each province in China.

Finally, I present my oil painting of delicious fruits in wishing you a fruitful future on the pathways of research, career and life.

ShiNa Li

School of Tourism Management, Sun Yat-sen University, China

162. Letter from Leonie Lockstone-Binney

A couple of years ago I came across an article from the nursing discipline discussing the dichotomy of the Thriller and Killer Elite, a set of positive and negative senior leadership behaviours that Darbyshire and Thompson (2014) discussed as significantly affecting the state of Australian and New Zealand research and academic leadership in the nursing field.

The Killer Elite, as the name might suggest, was terminology used to describe academic leaders who act in ways, overtly and/or covertly, to undermine those they perceived as threats, to protect their balance of power or "fiefdom" as Darbyshire and Thompson (2014, p. 2165) describe it, and generally to promote themselves above all others. I can relate to past examples, irrespective of gender, of "so-called" leaders demonstrating these behaviours. These impacted me particularly as an early career academic at a time when I did not properly recognise these behaviours for what they were or consider that I had the right to call out the leaders who practiced them.

On the other side of the coin, the Thriller Elite, Darbyshire and Thompson (2014, p. 2166) define as "exemplary leaders and colleagues in academia and services that it is both an honour and a privilege to have known or worked with. These are the visionaries, leaders and mentors whose stellar scholarship was or is matched only by their shining decency and whose influence on aspiring nurses and academics like ourselves was profound". Substitute "nurses" for "tourism academics" and I have had the privilege of being supported by a few of these Thrillers. To name but a few, Professor Brian King (now Hong Kong Polytechnic University) as my PhD supervisor and first Head of Department at Victoria University, Melbourne; Professor Marg Deery (Victoria University, University of Surrey) my PhD Principal Supervisor and long-time mentor; Professor Leo Jago (Victoria University, University of Surrey) also as my long-time mentor and who first encouraged me to do a PhD; Professor Tom Baum (University of Strathclyde), one of my generous PhD examiners, turned research collaborator and mentor and Professor Alison Morrison as a very supportive Head of Department towards the latter stages of my tenure at Victoria University. As first in my family to attend university, I could not have anticipated completing a PhD, becoming an academic and having the privilege of working with this esteemed company.

In learning from these Thriller Elite and transitioning from mentee to mentor, I continue to strive towards becoming a Thriller Elite myself but that will be for my peers to judge one day. I also have the privilege of working with an emergent crop of Thriller Elite, colleagues for whom collaborations have been long-standing, productive and mutually supportive. Working with Professors Kirsten Holmes (Curtin University) and Karen Smith (Victoria University Wellington) since 2006 on various volunteering research projects, and a little while after with Associate Professor Judith Mair (University of Queensland) on events related research, collectively our academic careers have advanced in step as we have supported each other throughout the journey. Such support has been vital given academia can be a lonely path.

So my advice to future women tourism researchers is to find Thriller Elite that will both mentor and support you and also to grow your own network of budding Thriller Elite for whom you can grow your academic careers in tandem. In doing so, recognise this is a long-game and in the process, practice the qualities of a Thriller Elite in being respectful, supportive, decent and generous with your academic colleagues and research students. If you do so, likely in 10 to 15 years, you will likely be writing in such a collection about your own leading contributions to tourism research and the next generation of tourism researchers.

Leonie Lockstone-Binney

Griffith University, Australia

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163. Letter from Heather Mair

Dear future tourism researchers (who also happen to be women)

I'll start with a confession: I made the mistake of reading some of the other letters included int this volume before sitting down to write mine and now I feel like I have nothing interesting to say. So, I guess my first piece of advice is to put down on paper (or computer) what you want to say and don't worry about what others are saying or doing.

During my career, especially in the early days, I often found myself going against the grain. In 2001, I decided to use qualitative case study methodology for my doctoral degree and can still remember having to tolerate a professor in my school saying that qualitative research was (and I quote) "no better than bad journalism". At tourism conferences, I was the critical one, always asking annoying questions like: is tourism a good thing? And, (albeit more recently) I find myself asking whether we, as academics, should be travelling long distances – to tourism conferences – knowing what we know about the impact of air travel on climate. Admittedly, this question now seems much less radical after nearly 18 months of the COVID-19 pandemic.

I'd like to tell you that I never worried whether this tendency to ruffle feathers would harm my career in some way. Was some full professor going to remember the time I pissed him off at a conference while reviewing my application for promotion? I came to the conclusion that if academia didn't want me, I didn't want academic While I'm not thrilled with the outcome of every single paper and project I've been involved with, I can say that my principles are intact. **With this privileged position comes responsibility and you can't ever not say what is important to you.**

Speaking of privilege, I've also come to understand that not everyone has had access to the same opportunities as me. As a white woman raised in a middle-class family where education was a value and there were means to support me, I know I've had it a lot easier than others. And this leads me to my next point.

Help others along the way. As someone who has been deeply involved with supporting our field, I think I can say that I've always tried to help others. Here are some ways you can help too: write letters of support for junior colleagues going for promotion, put the names of junior scholars and students at the front of the list of authors on a publication, invite scholars from marginalised communities to write commentaries, join on

to projects, give keynotes, or join panels to share their views and put a spotlight on their work. All of these things help our tourism studies community grow and strengthen.

Jump in with both feet. I've had the pleasure of being involved with academic associations at all levels. I've sat on many editorial boards, organised conferences, put together discussion panels, edited books, handbooks, and conference abstracts and programmes. While these time-consuming activities have the added side-effects of plumping up my CV, they mostly gave me great pleasure. I have been able to get to know scholars from all over the world and it's immensely satisfying to be part of building our community. I'm a relatively shy person and sometimes being involved in these ways can be daunting, but it has all been more than worth it as I feel I have a wonderful group of scholar/friends with whom I can connect, ask advice, and just enjoy. It's a really wonderful part of an academic life and I encourage you to embrace it.

And when I feel that it's all a bit overwhelming and the expectations of an academic life are too high to manage, I remind myself that I am just one woman, sitting at my desk, in a small place, doing small work. I pour another cup of tea and get back to it.

Heather Mair

University of Waterloo, Canada

164. Letter from Judith Mair

I was born in small village in the Scottish Highlands, and I spent all of my childhood in that area. A trip to the shops in the nearest major town was quite an adventure in those days! When I left home to go to university (Heriot-Watt in Edinburgh), it was the first time I had lived in a city and it was very exciting for me. I studied languages (French and German interpreting and translating) and I always wanted to work for the European Union as a simultaneous interpreter. However, after doing a placement in Brussels at the EU, I saw how competitive and stressful it was, and I decided that it wasn't for me. My first full-time job after I completed my bachelor's degree was in the Edinburgh Tourist Information Centre, which I got because of my foreign language skills, and that's where my love affair with tourism started.

I went on to complete a Master's degree in Tourism at the Scottish Hotel School in Glasgow (part of the University of Strathclyde) and enjoyed it very much, and decided to work in the tourism industry thereafter. I worked in tourism for ten years, with positions including Public Relations Executive for a group of visitor centres, Business Development Manager for a small Scottish tour operator, and Product Development Manager for a hotel consortium. This experience gave me great insights into the challenges faced by the tourism industry. After my children were born, I decided to take some time out of the industry, but discovered very quickly that I wasn't cut out to be a stay-at-home mum... so I went back to the Scottish Hotel School and completed my PhD part-time. I graduated in 2005, and got a part-time job working as a consultant in a tourism management consultancy.
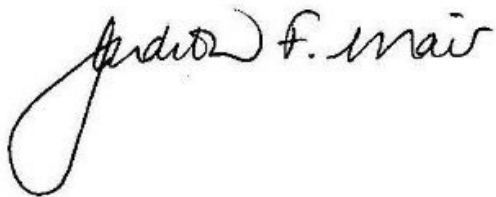
About this time, my then-husband realised that his job was under threat of redundancy due to changes in the global market for semiconductor production and we decided it would be the right time to emigrate to Australia... we packed all our things into a container and we flew to Australia, with a mixture of excitement and apprehension. On arrival in Australia, I was able to make contact with previous Scottish Hotel School colleagues (known jokingly as the Strathclyde Mafia!) and secure work firstly as a research assistant, and then as a postdoc fellow at Victoria University in Melbourne. Although I completed my PhD later in life than many, I believe that my industry experience gained before I returned to study has helped me to more easily relate to industry issues and problems throughout my research career.

A position as a lecturer, then promotion to senior lecturer at Monash University followed, and then I moved to Brisbane to work with the University of Queensland, initially as senior lecturer, and now as Associate

Professor and Discipline Leader of Tourism. It's been a long journey from that small Highland village, but I love what I do, and wouldn't be anywhere else.

My personality has been very helpful to me in my development as a researcher – I am quite determined and a bit of a perfectionist, and so this has helped me to produce some great work, even under the challenging circumstances of being a mum (and latterly a single mum), and trying to balance that with the responsibilities of my work. One thing that motherhood has taught me is how to be more efficient – I can now complete work much more quickly than before, perhaps because I am aware that the time I can devote to my work is somewhat limited and so I have no time to procrastinate or prevaricate! However, I also value my quality of empathy, and I think that this has helped me to become a better leader, both in terms of research teams but also in relation to my position as an academic manager and mentor.

If I were to have the opportunity to tell my younger self anything, it would be 'don't worry so much about what other people think'. People genuinely don't judge you as much as you think they do, because most people are far too busy with their own lives. Although reputation is an important part of your academic persona, this is based on things like publications and grant success, not what age you are, what you look like or how long it has taken you to get where you are.

Judith Mair

University of Queensland, Australia

165. Letter from Sarasadat Makian

What you seek

is seeking you.

-Rumi

My future self and future women tourism researchers,

It was common for young people of my generation to dream of becoming doctors or studying medicine in Iran. Even though I was a hard-working student, I realized I couldn't get into medicine after my university entrance exam results. I was introduced to tourism management at a famous public university in Tehran by an academic consultant. Having studied English since I was 4, I thought I could travel the world by choosing this major at university. My dad was pleased with my choice. He used to say: " Go and Travel the world." Once I entered university and society at the age of 19, I realized that studying tourism management would not change my life for the better. There were restrictions and inequalities for girls when it came to traveling alone, for example.

My next step was to get a master's in tourism management (in 2011). As I wanted to learn more, I realized that I was the one who would teach me, so I became a knowledge seeker. Once I finished my master's, I realized I wanted to live somewhere with equal opportunities to grow and experience new things. That is when I fell in love with French, and it became my goal to learn it. Leaving my family and homeland was difficult, but I decided to come to France for my second master's degree, the country of my dreams in 2016. My master's degree was at the University of Grenoble Alpes. After graduating in 2018, I proposed writing a thesis to my professor, and it was accepted, so I started my Ph.D. Here I am as a Ph.D. student and young tourism researcher.

By telling this story, I hope students from third-world countries will see that nothing can stop a person except themselves. This letter isn't about complaining about the future but about giving hope, especially to girls in Iran who live in inequality. For example, the number of Iranian women academics is much smaller than that of men(Khosrokhavar & Ghaneirad, 2010) (especially in tourism). There were several reasons I

decided to move to France when I was 26 years old, including the fact that women are not appreciated for their research work in Iran.

I'm always obsessed with the future; maybe that's why I became interested in the future of tourism. I have been researching this and would like to be a tourism futurist someday. Even though I am just getting started, I have gained experiences I want to share with future generations.

Even if we were limited, we could still grow. Growing up, I was taught in society that women do not need to study for higher degrees for many years. So I realized I had to work hard to get ahead. Everybody has a goal to reach, and that goal for me is to keep my name alive (at least for a while). So I am considering establishing a foundation to make it easier for women who want to study tourism and support them.

Believe in yourself. Growing up, our education system ignored our talents and abilities and didn't allow us to grow intellectually. Lack of self-confidence and lack of belief in myself plagued me for years. It was my family that supported me the most. Each of us has a power that is just waiting to be awakened.

Fear keeps you from taking action. My experience taught me not to be afraid. I was always afraid of being judged (and still am a little bit), so I never took the initiative to work with others. To overcome our fear, we must walk the path we are afraid of, but the first time will be tough. Since then, I've met many research collaborators and learned a lot.

Help each other grow by sharing our knowledge. This could be possible through social media. I manage an Instagram account to create content about tourism knowledge and do research.

Make sure you're not indifferent to others. As one of tourism's goals is to establish peace, taking on our social responsibilities will lead to more peace and mutual understanding in society.

Find your way. I read somewhere: "All the days of the oppressed are wretched, but the cheerful heart has a continual feast." So we should enjoy the beautiful journey of life with its ups and downs. Also, *Rumi, the Persian poet of the 13th century, said, "What* you seek is seeking you." So you are going to figure it out.

Bon voyage!

Dedicated to my parents and the people of Iran in pursuit of freedom.
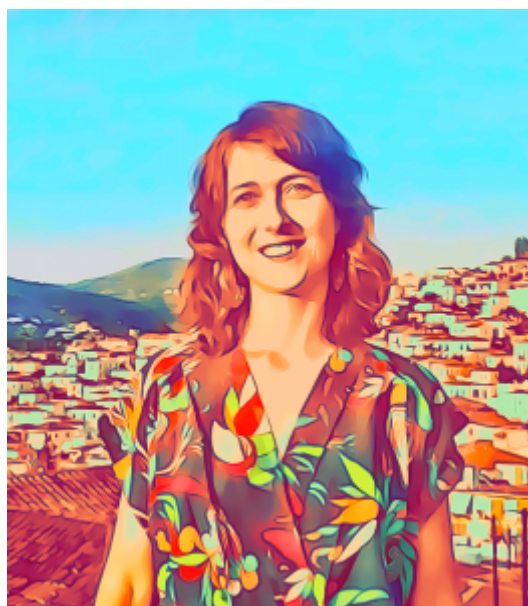

Sarasadat Makian

Grenoble Alpes University, France

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166. Letter from Estela Marine-Roig

Dear scholars,

I was born in Catalonia, an autonomous region of Spain, and raised in a middle-class family. From an early age, I went to summer camps in foreign countries to further my language skills (English, French and German). I combined academic studies with a professional career in music, specialising in piano. At the age of 18, I won the first prize in Catalonia for oratory in two foreign languages. At university, I studied Tourism and Humanities for dual bachelors' degrees. I am now married with two children, and have successfully combined a professional career and family life with the invaluable support of my husband and parents.

I am a Serra Húnter fellow (senior lecturer / associate professor) in Tourism Marketing at the University of Lleida (UdL) and an assistant professor of Smart Tourism at the Open University of Catalonia (UOC). In a 2020 call, the Catalan University Quality Assurance Agency (AQU) granted me accreditation as a full professor in Social Sciences; my age at the time was 13 years younger than the average of those accredited. Among the few lecturers who achieve this accreditation in Catalonia, 32% are women and 68% men.

I began my research career during studies for my master's degree in Tourism Management and Planning under the guidance of my tutor Prof. Salvador Anton Clavé (Rovira i Virgili University). My first line of research was the evolution of the tourist image and identity of Catalonia through travel guidebooks published over the course of a century in France and Germany; the results were presented at several universities in the United Kingdom during 2008 and 2009. At the Spanish TuriTec 2010 conference, I presented my main and current line of research, an analysis of tourist destination images through traveller-generated content, which I developed during my PhD thesis. In December 2013, an international examining board awarded me the mention of *Doctor Europeus* and the mark of *Summa cum laude*. The International Federation for Information Technologies and Travel and Tourism (IFITT) awarded me the 2015 IFITT Thesis Excellence Award for a Doctoral Thesis; among the competing nominees, the thesis stood out for its innovativeness, scientific rigour, and relevance to the field of tourism. This research line seems inexhaustible; after 10 years and numerous publications, new challenges that allow me to advance my research continue to appear. Among the awards I have been honoured to receive, the 2018 Catalonia Tourism Medal for the best knowledge and research project (DOGC 7735) stands out because, previously, it had not been awarded to an individual researcher.

My primary recommendation for future researchers is that you choose a topic or line of research that you truly enjoy and are passionate about because you will have to dedicate not only innumerable hours but often many years to it, and the path is marked with challenges and difficulties. Moreover, the topic you choose is key since, following your doctoral thesis, you will become experts in that field and be recognised by it. I also strongly recommend attending conferences/congresses in your chosen field and presenting your research at them, as well as publishing articles during your thesis, in order to obtain research accreditation as soon as possible. Although university systems differ in different countries, in many cases, possessing research accreditation is essential to be able to work as a lecturer and researcher at a university. In addition, it is very important to safeguard and organise all your official documents (certificates, diplomas, etc.) and to request certificates for everything that you do (courses, congresses, seminars, language studies, etc.) in order to build your CV and be able to seek accreditations or academic posts. I strongly recommend that students receive complementary education during their master's and PhD years; universities offer many specific courses related to research and teaching that are highly useful. In general, it's also important to maintain close contact with your thesis supervisor, as well as with other researchers and PhD candidates of your department or research group. Such a network will enable you to share concerns, doubts, experiences, and information, and this is important as, although we may feel very lonely at times, most people undergo a similar process when developing their PhD thesis. Finally, I would especially encourage young women to pursue your goals and a career that fulfils you, and to keep strong and persevere as the path is sometimes even more difficult for us.

Best wishes,

Estela Mariné Roig

University of Lleida (UdL), Catalonia, Spain

Open University of Catalonia (UOC), Spain

167. Letter from Eva Martin-Fuentes

My dear future researchers into tourism,

When I was little, I would spin my toy globe around, close my eyes and point my finger, saying "when I'm older I'll go here", "when I grow up I'll also go there", and so I would dream about which countries I would travel to when I was older.

This is the first memory I have of my desire to travel but as I come from a modest family and for our holidays we only went on short trips by car, I was not able to fulfil my dreams until I was 17 and got a month's scholarship to study German in Germany. The following summer my scholarship in Germany was for three months and I took advantage of weekends to travel, and since then I have not stopped travelling, or promoting tourism, or researching into and teaching tourism, my passion.

When I finished school I started working and I couldn't go to university until I was 29, when I took a distance bachelor's degree in Tourism at the same time as I was working. Then I completed a bachelor's degree in Advertising and Public Relations and a master's degree in Tourism Management and Planning, all while I was working in event management.

After a while, I started working at the DMO in my area and the opportunity arose to teach on the bachelor's degree in Tourism at the University of Lleida, which is when I started doing my doctoral thesis on a doctoral programme in Information Engineering and Technology, on ICT applied to Tourism.

Starting a thesis right after having a baby is perhaps not the ideal situation for doing a PhD, but that's what I did and I don't regret it because I neither wanted to sacrifice motherhood for my career nor my career for motherhood.
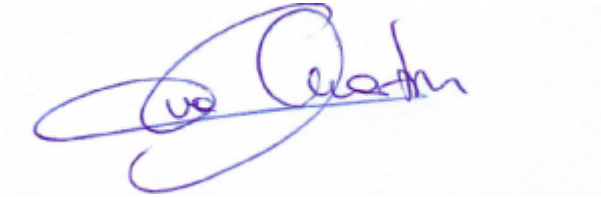
It has meant a huge effort, working and studying and raising my child, plus my doctoral thesis at the same time is by no means easy, but I got my reward in the end: I'm an associate professor and I devote myself to what I most enjoy: teaching and research in tourism.

And what I want to say to you is that the effort has its rewards, but it's also necessary not to set yourselves limits; any age is good to change direction and above all, try to do what you are most passionate about because then, the hard work is less hard.

Don't do anything you don't want to do to please others, just please yourselves, don't be afraid to ask for help

when you need it and also always offer to help others, work in close collaboration with other researchers, and, especially, don't renounce anything you want to do in life, neither personally nor professionally.

Good luck girls!

Eva Martin-Fuentes
University of Lleida, Catalonia, Spain

168. Letter from Nancy McGehee

Thoughts on Being an Academic Administrator

I've created a video recording of the following and posted it on YouTube in case that's more your cup of tea:

> 📄 *One or more interactive elements has been excluded from this version of the text. You can view them online here: https://uq.pressbooks.pub/tourismknowledge/?p=1137#oembed-1*

As I wrap up a seven-year stretch as Department Head for the Howard Feiertag Department of Hospitality and Tourism Management, it occurred to me that I should share, in a straightforward and no-nonsense way, a few things I've learned. No fuss, no frills, no catchy phrases, just the plain and simple truth from my perspective. Some items are practical, some are more philosophical. All are in no particular order; which means please no assumptions that the first item is most important and the last is least. Here goes:

Always remember that for all of us academics, 99% of the world would change places with us in a heartbeat. We have the greatest job on earth, whether it's as a faculty member, administrator, researcher, or even – gasp – graduate student!

From the start, I set out to be more like Payton Manning and less like Brett Favre (American Football reference); Payton Manning stepped away from the NFL before his athleticism started to fail but after he had reached his goals. Brett Favre retired and returned several times, long after his abilities had faltered. I had goals I wanted to reach, people I wanted to help, but I didn't want to stay so long that either folks began to resent me or vice versa.

Have a good boss. If you are recruited for a position, or are thinking about administration, you must be able to communicate with your higher ups.

Speaking of your boss: have a coat of armor handy because one of your main jobs will be to get resources for your people. Fight for budget, fight for salaries, fight for grad student support.

Network, network, network! You never know when a quick call to that person you met at a happy hour or during a university-wide meeting will go so much easier just because you can put a face with a name.

Create a vision statement and a community values document with your team. Then put it on your desktop, tape it to the wall in your office, make it your ring tone, whatever it takes to remind you of it every single day.

Have a to do list. Assign a deadline date to each item. It's basic but crucial.

My friend and colleague Professor Candice Clemmons once told me: "treat everyone the same, and that's uniquely." You need to learn about folks and what motivates them, what sparks their passion. If a faculty member loves teaching undergrads, reward them with resources that help them focus their energies that way. Got a research faculty member who churns out the top tier manuscripts? Support them as much as you can with grad students and other resources. Make them all feel like they are your "favorite" (just like my Mom used to do). If you aren't sure what sparks their passion, ask!

Be an ally, have allies. Be a mentor, have mentors – you need a stable full, a personal board of directors, not just one mentor. Amplify each other, especially with your women colleagues.

Put the time in and show up prepared. Really, that's basically it. You would be surprised how much this sets you apart from folks!

Persistence pays: If you get a "no" the first time, come back and ask again. If you explain your stance and get ignored, say it again. And again. And again.

Got conflict? Face it right away, rip off the band-aid, address the issue, then move on. Don't take it personally, because most of the time it's not, and when it is, it doesn't change anything to get worked up about it. And once it's resolved, show the person or persons you've moved on.

Regular face time with faculty is crucial! I'm best with a one-on-one format; see what works for you, but keep it consistent, especially with junior faculty.

Care about your people. Celebrate victories! Also share in the hard and sad times.

The position can be lonely. There is a great deal that you have to keep confidential and sometimes that is a heavy burden. Find ways to manage this, whether it's a journal, a therapist, a close friend who doesn't work with you and can keep secrets, someone.

Be specific and sincere with your praise. Be clear about your constructive criticism. Follow up in writing so there is a record of both!

Recognize the irony that many faculty who get up every day and teach small and large groups of students are actually introverts! Provide various ways for faculty to communicate, either via email, in one-on-one meetings, and both verbally and on paper in faculty meetings. I am a huge fan of flip charts.

Start every meeting asking for positive input. I ask each faculty member to share their good news at the beginning of each meeting. It can be personal or professional. It takes a few minutes, some do not always participate actively, but we learn a lot and it starts us off on the right foot, recognizing the good things that are happening around us and seeing the humanity in each of us.

Most folks, and by most I mean the overwhelming majority, are good people. Imperfect but good at the core. A very, very few are not. Lead assuming that everyone is good people, recognize how fortunate you are to have so many good people around you, but recognize the reality if there are the rare few who are not.

If even the smallest corner of your mind thinks "what if?" start now by paying attention to your own

department head, director, or dean. What do they do that you like? Dislike? Offer to take on leadership roles like undergraduate or graduate curriculum chair, serve on college and university committees that expose you to leadership styles as well as afford the opportunity to lead yourself.

Being an administrator is difficult, challenging, rewarding, amazing, and frustrating. I'm so glad I did it, so glad I experienced all of those "feels." I encourage you to think about the possibility for yourself!

Nancy McGehee

Howard Feiertag Department of Hospitality and Tourism Management, Virginia Polytechnic Institute and State University, United States

169. Letter from Valeria Minghetti

The "sliding doors" effect: what would have happened if.......

Dear young and future colleagues,

My life experience leads me to begin this letter by saying that intuition or "sixth sense" very often guides our work and personal decisions.

Paraphrasing what the dictionary says, intuition is the ability to understand that something is right for you instinctively, without the need for conscious reasoning. It is like an internal voice that suggests you what to do.

And this voice guided me to choose Business Economics at Ca' Foscari University Venice, despite having graduated at a scientific high school and my teachers expected me to enroll in math or physics.

I didn't know anything of Economics and I didn't know anybody who attended this faculty. I was born in a family of chemists: my father graduated in chemical engineering and my mother in organic chemistry. However, as I later realised, Economics has a lot to do with numbers and formulas.

When I was attending the third year (at that time in Italy Business Economics was in 4 years), I took my second intuition-driven decision, which marked definitely my professional path. I instinctively changed a finance exam with Tourism Economics. I found the course very interesting and stimulating and decided to do my thesis on that topic. And from there on my history as tourism researcher begins.

Once graduated, I was called for interviews by banks, insurance companies and businesses (it was a golden time for graduate students with honors), but it was the tourism domain that attracted me and above all to do research in this field. Even if it was a more uncertain path than working in the public sector or in the service industry. But it was the curiosity to know and to always learn new things that drove me.

The professor who followed me in the exam and the thesis understood my interest and wanted to test my qualities and attitudes. I started helping him with the course and collaborating on some research carried out by the Department of Economics of the University. When CISET, the International Center of Studies on Tourism Economics, was created in 1991 by Ca' Foscari University Venice, the Veneto Regional Government

and the Italian Touring Club, I joined the staff first as a collaborator and then, after a few years, with a permanent contract.

The Center was founded with the aim of carrying out research, consultancy and training activities for students and professionals at international, national and local level. In 1994, the research activity was integrated by the organization of a postgraduate Master's course in tourism economics and management.

CISET has grown over the last 30 years but has maintained a characteristic since its birth, which is that of having a staff made up mainly of women. For colleagues of other universities and institutes met over the years, especially women I have to say, it was surprising that we were able to get along, because of the rivalry that, according to them, exist between people of the same sex. Instead, teaming up has always been one of our strengths and has stimulated productivity. But there is no doubt that working with a mixed team that has different ways of approaching problems can be equally challenging and profitable, because force you to think also from a different perspective.

Currently, I am Head of the research area at CISET and responsible of the Tourism&Technology innovation module within the Master's course. The fact of being a research center which is connected to the university but works autonomously in close contact with the industry and the public administration has many advantages. The synergy between research, consultancy and training activities is very strong, and creates benefits for all parties involved.
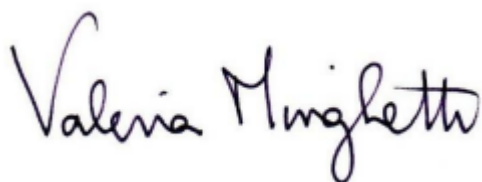
Dear ladies, it was not my intention to bore you by telling the story of my life. I thought it was important to help you grasp some important aspects that can guide your study and career path.

First of all, listen to your intuitions. Even if analytical thinking has been promoted as opposed to "gut feelings", especially in the Western part of the world, intuitions represents a different way to elaborate information. Sometimes, our brain knows what is good for us before we are
aware of it. This applies to your study and work choices, but also to the resolution of a problem during a research.

Secondly, be curious. Never stop asking yourself questions. Curiosity and the desire to find solutions is what distinguishes this work from many others and women are particularly inclined in this, because they are generally more precise and methodical than men ;-).

Finally, tourism by its nature is an applied science. It may seem obvious but it means making the results of pure research usable for public institutions and private operators, for destinations and businesses, as well as for tourists and local communities. Use scientific methods to find approaches and solutions that are useful for growing and making the tourism system more sustainable and competitive: do not used tourism just to test your theories.

Good luck and I wish you always know how to choose the right door 😉

Valeria Minghetti

CISET – Ca Foscari University Venice

170. Letter from Ana María Munar

Dear you,

It is nearly impossible to write a letter of advice and not to sound like a card of Walmart or like a long list of do's and don'ts, but I am going to try. Whatever I have to say should begin with a warning: this might not work to give you promotions, but you may feel deep joy once in a while. Also, you know better, listen to yourself.

General advice that I love:

Anne Lamott's Ted Talk titled "12 truths I learned from life and writing". Nothing like her honesty. https://www.ted.com/talks/anne_lamott_12_truths_i_learned_from_life_and_writing?language=en

Maria Popova's "Timeless Advice on Writing: The Collected Wisdom of Great Writers" where she has put together the advice of writers like Susan Sontag and Zadie Smith (https://www.brainpickings.org/2013/05/03/advice-on-writing/). I love how these texts show that they are many ways to be brilliant.

These are my creative mantras with a micro-explanation:

Use everything. This mantra is at the center of my computer screen, I see it everyday and try to remember it. In thinking and writing, use everything that inspires you, academic works, philosophy, art, literature, experiences, emotions ...the world. Nothing is waste. Do not put barriers to your creativity.

Say no. Say no so that you can say yes to what matters to you. Take time to reflect on what is it that calls you. Your desire is important for the world. Put yourself and your creative writing/reading first.

Try to become a verb and not a noun. I got this idea from the poet Mark Nepo. Forget the idea of becoming someone, a name to be remembered or put somewhere in some list or plaque of academic fame. Instead focus in the meaning and joy that is in the acts of writing, reflecting, reading, teaching...become that.

A fish is just a fish. Brian sent me a card with this sentence. It is my mantra for compassion and self-

love. A human is just a human. We try our best and we fail, and fail again, and that is fine. And I love to imagine that I was a fish in a previous life, swimming in a green blue ocean.

Your mantras might be very different to these, you will notice them when you hear them. Each of us depending on our personalities and lives needs and gets moved by different things. Let what calls you be present in your academic life.

Quotes that matter to me:

"Man, sometimes it takes you a long time to sound like yourself." Miles Davis

It takes a life to find your voice. There is consolation in this saying. We become more ourselves along the way and finding your own voice in writing may take time, and that is ok. In the beginning is very common to imitate, to sound like others, to sound 'academic' as we imagine what 'academic' is supposed to be like. When you read articles and can't identify who has been writing them, often this is what has happened, in these cases writing does not correspond to a personal voice but to a form of 'craft'. When you sense or feel your personal voice appearing, trust it, let it out, train it in diaries or any form of writing, it will eventually evolve to take over everything else than you do. We need 'you' and your subjectivity, your voice, not more of the same, there are way too many replicas already.

"Follow your curiosity!" Elisabeth Gilbert

I got inspired by the book of creativity "Big Magic" of Elisabeth Gilbert. In this book she explains how for years she believed in the idea – "follow your passion!", and this is what she shared in her talks, until one day someone in the audience asked her – what if I do not have a passion? I think this is the truth for many of us or for many of us sometimes in our lives. A passion seems a big calling, something one will abandon family and country to pursue. Instead I love the idea of following one's curiosity. Curiosity is there in our daily lives, more like a whisper, like when a book calls us and another does not, like when we can't wait to know more about something. That form of vitality is deeply connected to desire and if we listen time flies and the skies seem to open.

Advice taken from wonderful friends in academia:

Stop trying to make everybody happy. You are not tequila. This Instagramable quote made me laugh out loud. It was from my friend Adriana, and it is perfect for anyone that feels the urge to become 'the helper', to be likeable or to people please (something which unfortunately is quite common among women because of the way many of us were socialized).

When things feel like falling apart take a breath and just look … wait… there's a summer waiting somewhere. From Adam. Relinquishing our need to control can be the very best thing to do even when we are feeling distress or anxiety.

Slow. From Kellee. She selected this word as her 'word of the year' in 2019. I copied this. It is the wisest word. I still have to remind myself every single day of the power of doing anything slow, paying attention, being present.

If I had to summarize all this in one single advice it will be this:

Do not lie to yourself, not for social reasons, not for professional reasons. Love plenty. Just be.

Ana María Munar

Copenhagen Business School, Denmark

171. Letter from Hera Oktadiana

Dear tourism women scholars and future leaders,

I am very honored to be invited to contribute to the Women's Voices in Tourism book. I began my academic journey in 2000, starting as a program coordinator in Trisakti School of Tourism Jakarta, then advancing to consultant for a consulting firm in hotel training, until appointed head of the hotel program in Bunda Mulia Hospitality and Tourism Institute, Deputy Manager of Trisakti's International Program in Hotel and Tourism Management, Head of Hotel Management BINUS (Bina Nusantara) University, and Head of School Hospitality and Tourism Management BINUS International.

How I ended up learning tourism and hospitality

When I was in high school, I did not have any intention to have a career in tourism and hospitality. I wanted to become an architect or an interior designer. I like drawing and design. I had won various drawing and painting competitions. But upon returning to my home country Indonesia from the one-year AFS Intercultural/Student Exchange Program (originally American Field Service) in the United States (1992-1993), the university that I was interested in had closed its admission. My father recommended me to study hotel management in one of the top tourism institutions in Indonesia, Trisakti School of Tourism. He said I could apply to an architecture course in the following year if I did not like the hospitality course. To my surprise, I enjoyed it. I received a scholarship from my university and got selected to do an internship as well as studying at Leeuwarden Hotel Management School (now Stenden University) the Netherlands for one year (1996-1997). Later in 2004, I obtained another scholarship to study MBA in Multimedia University Malaysia and Master of Management in Bunda Mulia University where I worked as the head of hotel division.

Travel and hotel realm is not new to me. I have been travelling since I was little. My parents took me to various tourism destinations around Indonesia. We often stayed in the four- and five-star hotels. My father was a hotelier. He worked in a national-chain hotel group which also managed the first hotel in Indonesia. He obtained a diploma in hotel management from Glion Institute of Higher Education Switzerland in the 1970s. From him I learnt about hospitality and tourism.

Becoming the head of tourism and hospitality departments

Before I decided to have a career in academia, I worked in Borobudur Intercontinental Hotel Jakarta, a coffee company in Jakarta, and an embassy in Tokyo, Japan. During my tenure in Indonesian universities, I had established three hospitality and tourism programs and assisted my alma mater Trisakti in the opening of hotel international program with the International Management Institute (IMI) Switzerland.

Becoming the head of department at 29 years of age was quite challenging, especially as I had to start from scratch – from planning to implementing the program. I had to deal with many issues. They included preparing proposal for the new program opening to the Directorate General of Higher Education, developing curriculum, recruiting lecturers and students, designing students' uniforms, establishing partnerships with the industry, associations, and other educational institutions nationally and internationally, and building practical laboratories such as kitchen, restaurant, and mock-up hotel rooms. I gained a great deal of management experiences for 10 years. Good communication skills and emotional intelligence are very crucial in leadership. In a high-power distance country such as Indonesia, seniority and status play a role in society. Therefore, I practiced open communication channel with students, lecturers, and colleagues to ease the gap. I liked to encourage my students and academic staff to come up with ideas and solve problems.

Being a PhD student

In 2013, I decided to step down from the managerial duties and studied a PhD at the School of Hotel and Tourism Management, the Hong Kong Polytechnic University. I received International Postgraduate Scholarship and Research Studentship from the Hong Kong PolyU. Some of my friends often made a joke to me. "Hera, how do you feel to be a student? From somebody (with power) to nobody?". I replied, "This is like a paradise for me". My study was like a good break from the managerial routines. I enjoyed every moment of my PhD journey although things did not always go well. I hit rock bottom in my personal life, but I managed to survive. I raised my baby daughter by myself when I was studying. It was a tough time. The care from my family, friends, and supervisor kept me strong. My goal to earn a PhD degree (as I promised to my father before he passed away), also motivated me to keep going.
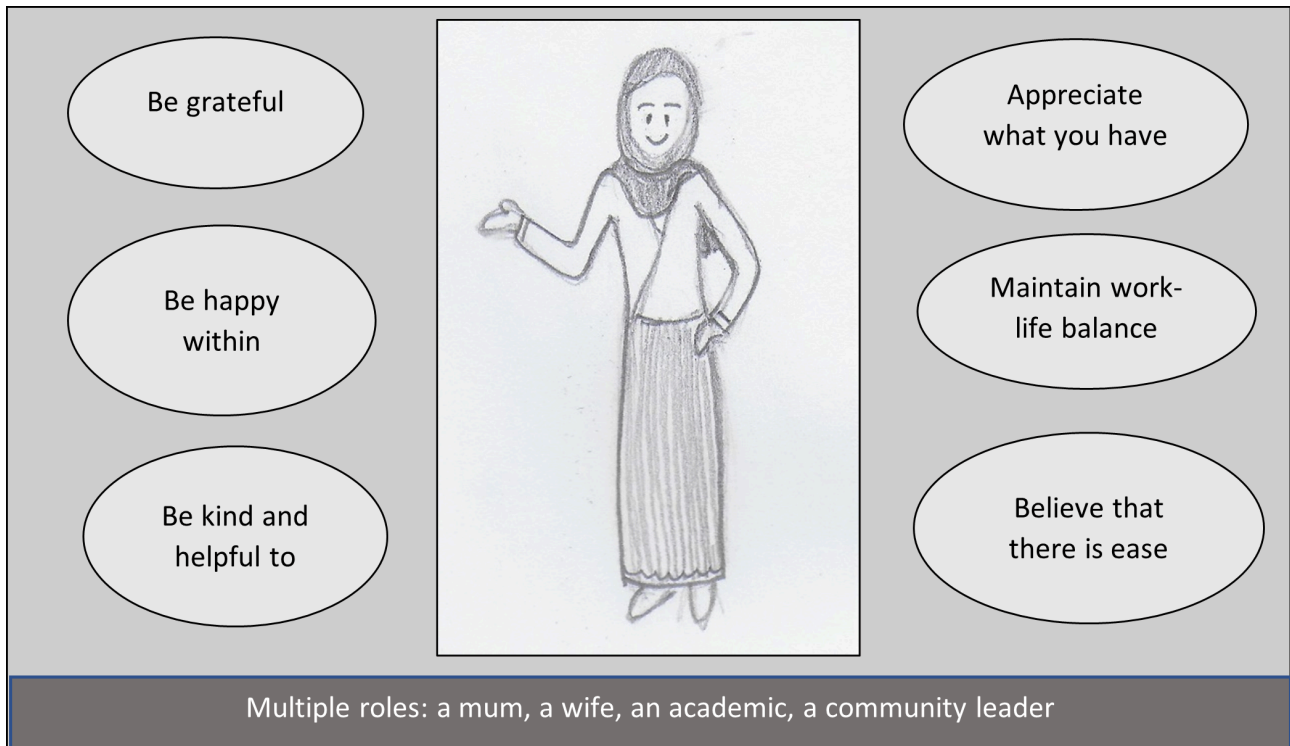
My PhD study was really an eye opener to the research and publication world. My supervisor Prof Kaye Chon was remarkable. He was so instrumental in my learning experiences. He gave me opportunity to expand my network. He assigned me to assist the secretariat of the International Academy for the Study of Tourism. It was memorable moments to meet many prominent world-class tourism professors in the Academy's conference in Greece in 2015. The trip to Greece was even more special because I had a chance to chat with Philip Pearce, the foundation professor in tourism of Australia, who later became my beloved husband. I also received opportunities to become the Chairperson of PhD students' group and a students' representative.

Another phase in my life

Upon completion of my PhD degree in 2016, I went to Australia as a visiting scholar. Later I was appointed as an adjunct senior lecturer and then an adjunct associate professor. I had a great academic and non-academic life with my late husband Philip. Philip was not just a wonderful husband, he was also my best friend, mentor, and confidant. We had a number of publications together. We also talked in several seminars. His sudden death on 11th August 2020 was a big shock to me. My half soul had gone. I was devastated. It took me more than a year to cope with the loss. I was admitted to the hospital's emergency department several times, followed with regular visits to our general practitioner (medical doctor), and then attending grieving and psychological counselling. I lost a lot of weight. I understand that everybody will eventually leave the world, but it was hard to lose Philip so suddenly. I still feel some grief, especially on special occasions, but it is lessened as I learn to cope with the situation. I know Philip wanted me to be happy and move on with life.

In coping with the grief, supports from family and friends are vital. I am very lucky to have family and friends who are always ready to help, although many of them are living overseas. Another way to cope with the loss is to involve in community events and do voluntary work. I always enjoyed participating in social/community

service organisations' activities. Currently I am the president of Indonesian community and women leader of Islamic Society in Townsville, Queensland, Australia. Becoming a volunteer does not only boost my health and well-being, but I also make new friends and learn new skills. I feel happy when I can help other people. You do not need to search for happiness as you can find it within yourself. I am grateful and fortunate to play multiple roles in my life: as a mum, as a wife, as an academic, and as a community leader.

Be grateful

Be happy within

Be kind and helpful to

Appreciate what you have

Maintain work-life balance

Believe that there is ease

Multiple roles: a mum, a wife, an academic, a community leader

Finally, I would like to say; "Cherish your life, be grateful, be kind, maintain a good work-life balance, and appreciate your family, friends and society."

Best wishes and

"Be happy to get you healthy!".

Hera Oktadiana

James Cook University, Australia & Trisakti School of Tourism, Indonesia

172. Letter from Lizette Olivier

Greetings future tourism researchers,

A life worth living

I grew up on a farm high up in the mountains of the Camdeboo, near Graaff-Reinet in South Africa. I was five years old when I went to boarding school during the week as there was no school near the farm. My parents had a "town house" in town and we spent some weekends in town during the term. Most weekends and holidays I spent on the farm with my parents, siblings and the extended community. I had an extremely active farm life, riding horse, climbing mountains, collecting fossils and frolicking down the river, enjoying picnics whilst monkey's stole our fruit. We lived a life of sustenance solely from the farms produce.

My parents sold the farm in the mountains and moved to a farm in Oudtshoorn. My first job was during the school holidays when I was 16 where I worked as a guide and public relations officer on an ostrich farm called Highgate. This was my first experience of tourism and I fell in love with the magic of travel and the delight of tourists. Oudtshoorn is famous for the Cango Caves (where I often took my visiting relatives and friends).

I went on to study public relations at the Port Elizabeth Technikon. My first real job was in advertising where I worked five days a week. I also worked at a restaurant three nights a week as I had a dream to travel the world. Once I had saved enough money, I travelled with a friend to Israel, Turkey and Greece and then backpacked through Europe for 365 days (this was the longest return ticket that we could buy). Upon returning to South Africa, my heart yearned to travel again, I knew I needed to work hard to make that happen. I returned to Cape Town and worked at Ogilvy Mather advertising. Soon after, I fell in love with my dear husband (a farmer from Oudtshoorn). I thought my travel future was at risk as I moved to his farm not far out of Oudtshoorn. My husband was luckily a traveller himself and we went backpacking through Europe for three months on our honeymoon.

On returning back to reality, I was caught up in a small tourist town with little opportunity to be employed. I was enthused with the beauty of this majestic tourist town and quickly worked with the municipality to start up the first tourist information office together with the tourism operators. Due to my advertising background in the city, I leveraged my networks and soon I collaborated with all the tourist operators in

the town. I also owned a travel agency and a small public relations company which primarily sold radio advertising. I hosted a talk show on KFM radio.

Then the greatest opportunity emerged, there was talk of starting a festival to attract more tourists into the town. Along with other business owners and tourism operators the town elders elected a number of people as Directors of the festival. I was chosen as the marketing director, together we formed the Klein Karoo National Arts Festival. I was the first employee of the festival and within a year, we launched the first Arts Festival in Oudtshoorn. I am proud to say, this festival was founded on grass root level and was set with a purpose to decolonise the Afrikaans language and bring equality of the language to all its speakers. I am proud to say that the festival has been an annual event ever since and a huge success.

In 1999, my husband, my three daughters and myself immigrated to Australia. We left everything we had built up and knew behind and started the tough journey of an immigrant. Together we started again from the bottom to seek a better, safer future for our girls. It was tough, we stayed positive and worked wherever we could. My first job in Australia was on an ostrich farm as an administrator in the office. Later, I worked in the office at an abattoir. Soon I was promoted to become the marketing manager. I worked together with Austrade and pivoted the abattoir to get its export licence. Once again, I was travelling, this time to Europe and America to market and sell meat.

Within three years, I was the founder director of a foreign exporting company and later, I started my own export company, Olivier Export Pty Ltd. I attended more than 52 international trade fairs over a 16 year period. I travelled to more than 60 countries and traded in many countries, such as South Africa, Kenya, Germany, France, Belgium, Switzerland, Dubai, Oman, Pakistan, Kuwait, Hong Kong, Thailand, Malaysia, Japan, Korea, New Zealand, Papua Niugini, United States of America, Argentina and many others.

Another opportunity came my way where I was the fencing franchisor for Jim's fencing New South Wales. I completed my TAFE building certificate and sold franchises. It was a tough business and stress took its toll.

I realised that I was given all these amazing opportunities to learn and to give back, to serve others. It was always my dream to lecture and I wanted to give back and share my industry knowledge with others. I finally undertook my PhD in 2018 and graduated in 2021. My research was a cross country study of consumer behavior and I tested my conceptual model across the Adelaide Arts Festival in Australia and the Klein Karoo Arts Festival in South Africa. I have submitted my first journal articles and have plenty more to come. I continue to live my live with constant enthusiasm, I remain inquisitive and I grab any opportunity. My best and favourite word is '**yes'**, my best and favourite three words are, '**yes I will'**. I encourage you to live life to its full, take each opportunity, you are writing your own history every day. Ensure that when you look back on your life, you can say 'yes, I have lived a life worth living, I am given back and it's been worthwhile'.

With much love,

Lizette Olivier

University of Newcastle, Australia

173. Letter from Alicia Orea-Giner

From the margins to subversion

My earliest memories are linked to a desire to discover and learn; escaping from a room to observe my mother, then 29, run her small rural business. In return, she had to give up watching me grow up, but I have been lucky enough to see how she has done so. She lived on the fringes of a reality that took place in the big cities or in those places where the elite could afford to have heating and rest on Saturdays and Sundays. Many times, I have accompanied my mother to work in patriarchal and heteronormative spaces where she was the only woman and where, in addition to being mocked from the beginning, she had to learn to move, to claim those spaces, to feel safe being at that time an "intruder". Now, I am writing this text from my computer in a room of my own. However, in order to get here, both of us have only been able to achieve this through subversion. A subversion that we didn't even know what it meant in the 90s and even less so in the 2000s, because in my house, we couldn't afford to buy books or sit down at night to read together.

In the meantime, I always dreamed of escaping from that rural environment that combined machismo with heteronormativity in all spaces. Why could I only read books "for girls"? Why was I not allowed to read books "for grown-ups" in the library? Why has it always been like that? But then the Internet came, obviously, also to the library. At home, we couldn't afford it. I developed my patience waiting for videos, images, and texts to load... Then came the moment, a new form of subversion. I learned to use audio and image editing tools, I started creating a podcast (in 2008, podcasts were also on the margins), and I found my true vocation: to generate discomfort, to be, as a language teacher used to say to me: "the defender of lost causes". And if they are not lost? I read Machiavelli, Nietzsche, I became interested in history and especially in poetry, in Lorca... But what space did women occupy? I wasn't aware of it at the time.

At the age of 17, I had to move from the countryside to the city, continuing a life of precariousness but at least with books, high-speed Internet, and a new world to discover. I read The Glass Bell by Sylvia Plath, and I was never the same again. It was the beginning of getting to know me/us. I was studying history and tourism at the time, the latter being particularly uninteresting to me because the perspective was purely economic. What was I doing there? Did I want to be a businesswoman? I tried to find my position, my place. Thanks to my Erasmus year in Paris, I discovered anthropology and its link with tourism, and it became clear

to me: all this time, I had been wrong. Why? Why had nobody told me about anthropology? And this is where subversion also becomes understanding otherness.

After finishing my PhD focused on sustainability and my access to the heteronormative space of university classrooms and research, I have been an object. I think I have only been a subject in the last few months. I have been just another object within a system where the fear of speaking out, of having an opinion, and of establishing limits blocks you. "It has always been like this" was repeated incessantly. Why does it have to be like this? And now, it's clear to me: because calling out the heteronormative space is an act of disobedience. Because right now, I am 28 years old, I am not elite, I do not belong to any space within the university, I am a feminist, and I am not heteronormative. Without my advisor Catheryn Khoo and openly feminist researchers in the field of tourist studies (e.g. Chambers, Dashper, Higgins-Desbiolles, Munar...), none of this would have been possible to say or observe.

Here began my path towards activism inside Academia, from feminist and queer theories. For a few months now, I have been claiming (not reclaiming, because it has never been mine) my space, my position, from subversion. Sustainability and social justice cannot exist without ethics, fighting bias in academia, and promoting equity and equality. Every act ends up being subversive, and many times I am so tired that I think about giving up, but then I remember my mother, crying, because a person in the village made a random sexist comment to her. And now it can't be, because now I have a voice, now I have a way to make it visible from a privilege position that I don't deny. However, I don't forget all this journey either.

My strategy now is to call out these heteronormative spaces linked to the field of tourism research, both internationally and nationally. Firstly, because there is a bias among English speakers who participate in and lead tourism research and, consequently, an under-representation of people from Latin America and Spain. However, our tourism industry is strong, and our knowledge of tourism has a long history. There is also a bias in conference participation and citation of papers. Sara Ahmed (2017) talks about the sexism inherent in the citation relationship, which occurs when white men cite other white men and further establishes white men as authorities in their respective fields. Diversity (ethnic, sexual identity, and gender) enriches the world and the academic world.

Secondly, Munar et al. (2015) found that men and women are not equally represented in leadership positions in the tourism sector, especially in "high visibility" jobs such as keynote speakers and being part of a panel of experts at academic conferences. According to Walters (2018), the lack of opportunities for women to fulfil keynote speaker positions and exhibit academic excellence and international reputation can be a barrier to women's promotion and career development to high-level positions in academia. It is related to the lack of visibility of women in academia and disadvantages female PhD candidates and young female researchers (Walters, 2018). Inviting young women to participate in these activities is also important because there are few role models to inspire future generations. Because of that, my struggle is not only my struggle, but also a small contribution to changing this situation in the future.

Therefore, the most important thing I have learned is that it is essential to find your place, your goals, and to develop your academic career while following your ethics and without giving up on yourself. Be the resistance.

Alicia Orea-Giner

Universidad Rey Juan Carlos, Spain

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174. Letter from Claude Origet de Cluzeau

Dear young colleagues,

Getting to know, through Sara Dolnicar, about the initiative of Women's Voices in Tourism Research, I was just ever so happy to join this unprecedented project, resulting, up to now, in over 100 contributions, so rich and so different from what we usually read.

I come from France. Due to my age (in my 80s), my path in the tourism discipline could not have been straight ahead as, when I started my studies, there were no degrees in tourism at university, apart from some geographers who had started to build a few basic concepts related to tourism, such as the map and range of French 'stations', a municipality shaped as a resort, where tourism prevails.

I got a PhD in Economics and, by chance, I joined a government agency in charge of the development of Corsica; there, I was immediately in charge of tourism for four years. I then dedicated my whole professional life to tourism as a consultant, first in a public bank subsidiary and then in my own company. This meant over 200 missions, mostly at the request of public authorities, at the level of a small rural area, up to the level of a whole country, but also cities, regions, counties. It was always about tourism development: raise the number of visitors, get an improved tourism revenue, widen the tourism season, catch new tourists, transform a place into a tourism venue. Initially, the demand came mostly from poor areas or small beach or mountain resorts, which was a matter of pure development, often starting from scratch in terms of the tourism industry. My recommendations would tackle any field like urbanism, facilities, scenery, heritage, real estate, and law, but first of all, I always made the most careful marketing study to identify the possible clients, their needs, and their purchasing power.

But, at the beginning of the 1990s, little by little, the requests for tourism consultancy were issued by cities, even big cities like Bordeaux/France or Liege/Belgium. With this kind of consultancy, I became increasingly involved in cultural tourism and its supply and demand. Tourism resources in each country being what they are, our British colleagues were pretty much ahead of the French regarding urban tourism, and I fruitfully collaborated with some of them. At the end of the 20th century, a publisher asked me to write a book

on cultural tourism, which I gladly did. And my paper for WVTR deals with this topic in the 2020s. It is a huge and boundless topic with continuous extension! At that time, I also joined several European teams in charge of pan-European topics, such as "*European Capitals of Culture*," "*Tourism Development in Small and Medium European Cities*," and "*Productivity of Small and Medium Tourism Enterprises in Europe*."

After my first book on cultural tourism, I was requested for other books, such as *Marketing of Garden Tourism*. *Some* co-written with other authors, such as *Prospects of Tourism in the 2020s, Tourism and Leisure Industries in France, Shaping Welcoming Actions in Tourism Destinations, Entrance Fees in Cultural Sites, Tourism, Culture and Development, Love and Tourism,* and many other articles. I never published anything on my initiative, but only upon request. I am now on the scientific committee of a future *Tourism Dictionary*.

My mantra in tourism development is 'First the market'. Considering that it is the tourists who invented tourism, and they continuously do – especially the cultural tourists – the answer in terms of development relies totally on them: their profiles, their potential appetence for a destination and/or for some leisure activity, their expectations, their purchasing capacities, the dates when they can take some holidays, their accompanying persons. So, this meant finding or creating reliable data and their representative sample. In fact, each time I completed this careful market study, the mission's ambitions and action plan were clear and easy to identify, and it was easier to make them acceptable to the locals. This is the best advice I may give to young researchers. These young researchers probably have a radar to catch the new cultural tourism trends among the young generations, and they handle them much better than I do. I now greatly regret not having the time and opportunity to investigate and tackle the profiles and motivations of those 18-30 year-old travellers who are getting so fond of city breaks and of music shows and festivals and are often neglected by tourism professionals: they are the new generation of cultural tourists. Meanwhile, niches of cultural tourists are emerging with new interests and new behaviors. Among them, some may become mainstream, while others will remain niches for the great pleasure of their inventors. So my best advice for tourism research is always to scrutinize the market, identify its components and confront them with the existing or potential supply of cultural items and events.

If I may add another recommendation to my young colleagues, it would be to tackle the notorious but often empty concept of DMO: I never got the phone number of any of them. Then who are they? It often takes time to understand each destination and how and by whom decisions are made in the field of tourism. In the most favourable cases, it is a group that gets along pretty well together. But in many cases, it is a conflicting group. In the case of an open conflict, then the action plan will necessarily please some 'winner', or, if it's a silent conflict, then the final decisions will need to avoid hurting anyone so that the group may go on with no winner. Then, the advice would be to *make sure of who the DMO is composed of.*

With all my heartfelt wishes to the Women's Voices in Tourism Research researchers.

Claude Origet du Cluzeau

Independent consultant in cultural tourism – France

175. Letter from Hale Özgit

Dear future successful tourism women researchers,

First and foremost, I must express my great pleasure at being a part of such an exciting project.

I grew up knowing the food and beverage industry and then observing the operation of hotels as the daughter of a chef. As an island citizen, I used to believe that tourism was defined by sand, sun, and sea as a fact of life, but as I grew older, I realised that this was not the case. As a Turkish Cypriot living in the northern part of the island of Cyprus, I grew up with the political problem known as the post-1974 Cyprus problem, and I always thought that tourism was one of the most important sectors that could be used as a global peace tool. Of course, I was thinking about why, how, and in what ways the development of a sector capable of carrying out this role in the fields of the environment, workforce, history, cultural heritage, and many others can be realised, particularly for small island countries. My perspective on events and phenomena was always a guide as I progressed in my academic life to the point of questioning and research, thanks to my invaluable teachers who guided me to constantly read and research the importance of scientific research while I was still a tourism undergraduate student. It was difficult to look at the right point, ask the right question at the point I was looking at, and then question and examine that point further. My passion for research, learning, and teaching was the only thing that made my job easier.

The most important journey in this process took place while I was researching my doctoral thesis. It was a journey that had no end from time to time. Sometimes it was a long tunnel where I caught a tiny light, and sometimes I felt like a genius who had accomplished very important things (genius may have been a little ironic; the fun is free:)). However, the final product that emerged was my own and the most important proof of my success. My PhD thesis is based on my research and publications in the field of tourism education. With the perspectives of various stakeholders, I evaluated the skills that should be gained through higher education in order to train the workforce in the sector. With the idea that the importance of collaboration, which emerged from my research, should be discussed in all fields, I attempted to demonstrate how important collaboration will be for the future of sustainable tourism.

It is a long journey to the end of research. I pursue multidisciplinary studies for only one reason: my enthusiasm for learning, which is the most important thing accompanying me on this journey. The relationships between events and phenomena of individuals who have received education in the tourism field, who work as trainers, who work in the industry, and most importantly, who conduct research. It is inherent to this industry to interpret and analyse the effects of diverse fields and industries. I have no doubt that you, as strong female researchers of the present and the future, will continue to believe in yourself, question events and facts, learn and convey what you have learned. It is invaluable to be a part of it, which makes it very proud that women take part in all branches of science, incrementally and exponentially. For the continuation of this, I would like to emphasize the importance of questioning everything in social life in order to connect social sciences with other disciplines and sail to new horizons, with the hope of increasing the joint work and research of women in such projects.

I wish you endless success in your long and enjoyable research journey.

With best wishes from Cyprus.

Hale ÖZGİT

Cyprus International University, Cyprus

176. Letter from Francesca Pagliara

"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart."

Nelson Mandela

Care colleghe,

This letter is addressed to those that like me think that learning a foreign language increases cultural awareness, improves adaptability, and makes a person a more confident and effective communicator.

I would like to leave a message to future researchers in tourism by saying that the interest in this research field has increased by travelling first as a tourist and then as an academic.

My background is in Civil Engineering, and I am an academic in the transport engineering arena. The interest in the tourism sector came after an experience in France as visiting Professor in 2013, working on the impact of the French TGV on tourists'destination choices. Since then, I have been working on the relationship between the transport system and the tourism market, two sectors that work together.

I can identify three important periods of my life. The first, when I was young 8 years old, when I started learning the English language. Thanks to it, I could travel everywhere and I could also have two important research experiences in UK, the first in Cambridge during my PhD and the second one in Oxford during my post-doc.

The English is the language that gave me the chance to feel safe travelling the world also for conferences and visiting as a tourist several places during my holidays.

Then it come the French period, after my stay in Paris working at the University of Paris-Est at Marne-la-Vallée. When I came back to Naples, I started learning French, amazing language that gave me the chance to open the door to a new country, France and to a new culture, the French one. Indeed, since then I started travelling in France and meeting the French, managing to speak their language. It made the difference! French is for me the language of maturity. I realised how languages could give a window into different

cultures. It is not just about translating words, but mainly a better insight into people and their different habits.

Being the Erasmus delegate of the Department to which I am affiliated, every year many of our undergraduate students choose to spend some time studying abroad, as part of their degree. It is an exciting opportunity to experience another culture, while further improving an existing language or learning a new one.

Now it has come the time to learn a new language… I feel this need. It is the time for the Spanish language! I have just started attending classes in the evenings.

I dream one day to take a cruise, such as the one in the film *A Spoken Film (Um Filme Falado),* directed by Manoel de Oliveira, in 2003. That film is for me one of the top ten films of my life. The protagonist is Rosa Maria, a young history teacher at the University of Lisbon. With her daughter, she goes on a cruise in the Mediterranean and then has to meet her husband in Bombay. The boat stops in several cities, places that Rosa Maria only knows through books and which are for her the opportunity to really discover them. During this cruise, the young woman will meet several persons, three women and a man, the captain of the ship, all of them from different nationalities. During meals taken together, everyone speaks their mother tongue and manages to make themselves understood by others, this micro-society, recreating in a way a Tower of Babel, is the real dream that I wish myself one day it comes true.

Source: https://filmitalia.org/Files/2003/08/13/1060779094624.jpg?1093517963273

A scene from "Um Filme Falado", directed by Manuel de Oliveira (2003).

Francesca Pagliara

Department of Civil, Architectural and Environmental Engineering

University of Naples Federico II, Italy

177. Letter from Bernadett Papp

Dear Fellow, or soon-to-be Researchers,

What an honour and pleasure to be addressing you through this letter. I am typing these lines in a village, situated on the coastline of The Netherlands, in the province of Noord-Holland, at end of June 2021. I just moved to a new house. You can imagine the chaos that surrounds me right now. While listening to the incredibly loud music coming from the painters' radio, I am trying to reflect on my career. Needless to say, it is not an easy task but, just like building a career in research, you need to overcome the challenges to succeed.

Being at the beginning of my research career, I may not have decades of experience to share with you. However, In the past years, I did learn a thing or two. The chaos that surrounds me right now reminds me of the times when I felt lost or discouraged. It reminds me of the occasional detours I took before setting foot in the field of tourism research. Most importantly though, it makes me think of the strong will, determination and passion that helped me overcome these challenges. One thing I learnt about chaos is that you should embrace it. It makes you grow, both as a person and as a professional. With time you learn how to manage chaos and remain focused.

I also believe that what is meant to be will always find its way. I believe that one opportunity can change someone's life, forever. If that opportunity hasn't come yet, just hang in there! Back in 2016, it was that one opportunity when someone believed in me that allowed me to start my journey in applied and academic tourism research. After completing my first project at Breda University of Applied Sciences, I got the opportunity to join the European Tourism Futures Institute (ETFI) at NHL Stenden University of Applied Sciences. Little did I know that this opportunity will change my life forever.

I spent the last 4.5 years in applied tourism research. My work at ETFI allows me to work with various multilateral organizations, governments and tourism businesses in various parts of the world. Using scientific knowledge to solve real-life problems and making an impact on the ground is incredibly inspiring and motivating. It also allows me to bring real-life examples into the classroom and to teach based on experience. Working with the industry while being involved in education is a unique opportunity and a path that I can only recommend you.

Besides my passion for applied tourism research, currently scientific research takes up most of time. I am doing a PhD at the University of Glasgow. In my research I embrace interdisciplinarity as I combine tourism studies and political sciences under the umbrella of urban studies. I encourage all of you to broaden your horizons and look beyond the boundaries of travel and tourism. Be open, courageous and eager to learn from various fields and disciplines.

As the construction crew is finishing the work for today (judging from the silence), I am coming to the end of my letter. What I can advise you is to be patient, embrace the chaos, be brave, challenge existing ideas but be humble, open and curious.

With passion, determination and hard work you can achieve anything!

With love,

Bernadett Papp

European Tourism Futures Institute (ETFI), NHL Stenden University of Applied Sciences, The Netherlands

178. Letter from Sylvine Pickel-Chevalier

Dear ladies, young researchers or students who want to become researchers

My message is this: trust in your dreams! Never give up your goals, and face them bravely. My desire to become a researcher emerged when I was only 14 years old, which was when I resolved that I would dedicate my whole life to my passion for learning, teaching and writing. It has been a long and arduous road, but each step taken has been filled with rich and fascinating discoveries. Not all of them have necessarily been positive, yet the challenges have been consistently constructive, as we always construct ourselves through mistakes and failures, as well as through our successes.

In my view, the key to success is hard work, perseverance and the willingness to take chances. Chance, in turn, also lies in encounters with people who trust in you and assist you. I have had this privilege. Devoted to my work, I met on many an occasion people who believed in me. The first one was Rémy Knafou, who agreed to supervise my PhD research. He was followed by Philippe Violier, director of the faculty of Tourism and Hospitality, where I have now been working for 16 years. Dr. Violier has not only supported my projects, but it was he who initially incited me to open new fields of research, by sending me both to Indonesia and out into the equine sector. Learning of my passion for horses and perceiving opportunities that could be mobilized at the university, where there was already a program in equine business management, he encouraged me to plunge more deeply into analysis, through geographical approaches, to the evolution of horse-human relations, as well as tourism's capacity to favour the emergence of new equine economies and territorial development.

Although misogyny still exists in France and the World, many men also recognize the value of gender equality. Thus, I today enjoy men colleagues from several countries – and notably, from Indonesia who, despite cultural differences, consider me their equal. I believe that through our work we women have been able to demonstrate the equality of our intellectual capacity and performance. The world is changing. Sometimes changes are slow, and prejudices remain tenacious, but I am convinced that gender equality will continue to advance. For example, I currently take part in a webseminar on Gender in Indonesia, followed on line by almost 400 Indonesian students. This year, my faculty co-organised a symposium on Tourism and Gender in Morocco that got important support from Moroccan researchers, students and officials, female and male.

Furthermore, professional life is increasingly compatible with family life. In my case, I am married, have two lovely daughters, and in addition to my home and work life, am also able to continue to enjoy sports and

riding horses. Of course, this demands considerable coordination of home and work tasks within the family. I am certain that at this level, as well, gender equality is on the rise, and hope that it soon becomes the norm.

Thus, if studying, writing, teaching, and communicating are your "way of life", I recommend you "hang on", and also that you seek out new or different subjects that favour your own identification within the scientific community. A further piece of advice is to also, always be open to the diversity of the world. Never rely on your own prejudices; maintain a willingness to confront your own hypotheses or the preconceived notions that you take out into the field with you. International collaborations represent a constant source of both professional and personal enrichment. This often includes the use of English as *lingua franca,* in order to promote communication and exchange within a worldwide scientific community.

Good luck to all of you, as you sculpt you own stepping- stones to a better world, a better tomorrow!

Sylvine Pickel

Université d'Angers, France

179. Letter from Birgit Pikkemaat

My dear young colleagues!

I do not know how I have earned the honor of writing you a letter, because it is inexplicable to me that I have been included at all in this prominent circle of high-ranking research colleagues. I cannot and will not give you any advice, as I believe that, while one becomes more serene and content with age, at least in my case, one still has much to learn from the youth of today. I, therefore, just want to tell you a little bit about my experience and emphasize what was and still is important to me.

I came to science by chance, it was not a planned career. After finishing my studies, my neighbor asked me what my next steps would be and mentioned that his sister was working for a new Canadian tourism professor who was still looking for people. He suggested he could make contact and I could meet them. No sooner said than done. That's how I got into science, decided to write a PhD, and ended up being part of the tourism faculty in Innsbruck. So, my entry into science was neither planned nor desired, it just happened that way. A lot of things in life turn out that way, if you let them, even without a concrete plan.

That's also how my entry into my professional life came about. We were all very young, had little scientific experience and learned a lot by doing. Our head of department, Klaus Weiermair, gave us a lot of freedom, always had new ideas, and traveled around the world. He also encouraged us to attend conferences ourselves as a way of getting feedback on our work, and thus to travel a lot, too, which was not a matter of course back then. So, we learned a lot and were quickly able to establish contacts and forge friendships with international colleagues.

When I became pregnant with my son, my PhD was not yet finished, but it was already well advanced. Since I wanted to take a break for my son, I sat at home for nights on end finishing my PhD before his birth. A few years of toddlerdom and work followed during which I learned to appreciate even more the tranquility of the office and the interaction with my colleagues and students. The balancing act between work and family was very challenging, yet I was aware of my privileged position as a scientist with relatively free time management, which I still appreciate to this day. After the birth of my daughter, I started to publish intensively, but at that time a post-doctoral thesis, or as we call it here, a "habilitation" seemed out of reach, but I finalized my tenure track. When my male colleagues completed their post-doctoral theses at the same time, I not only lacked a few years of professional experience due to my maternity leaves, but above all the courage. I was not self-confident enough at that time. That would not happen to me today.

I reflected on this and, seeing that the tourism chair was filled with a service marketing professorship, I took time off from my academic work to gain a foothold in the private sector. I took a leave of absence from the university, decided to take a travel agency licensing exam, complete an Italian course, and register as a

court-appointed tourism expert. After this interesting detour, I did not set up a travel agency, but a research institute, the Institute for Innovative Tourism. I focused on conducting studies and publications, mainly for public clients. During this really successful und interesting time, I learned lots of new things, I did plenty of organizational work and communication, and I also met many interesting people. I am still very grateful for these experiences and contacts to this day. They have shaped me and made me grow, I would not have missed this time for the world, because it has made me more self-confident and has allowed me to hone my problem-solving skills, but also to become more application-oriented and more open to new tasks and people. In addition, I learned to distinguish important from unimportant things. I also began to use data from my project studies for publications with my scientific colleagues.

Again, it was chance that helped me back into science. With the realization that business initiations can be exhausting in the long run and that I actually have little enthusiasm for them, I jumped at the chance to return to the University of Innsbruck when asked by my best research colleague and friend Mike Peters. A tourism chair was once again being established at the Leopold-Franzen University of Innsbruck and so I returned to the University of Innsbruck part-time in 2016.

In the last five years, it has been, above all, my young colleagues who have fascinated me time and again. Their enthusiasm and verve are contagious, be it in new fields of research, in the application of new methods, or in their lifestyles. They take me into their language, their style, their sports, and they let me dive into their social media and apps, always being cheerful and helpful, but also focused on their work – far more so than when I was doing my PhD. They keep me and my mind happy, they challenge me, and keep me active and young. This is also true of my students, who are now far more experienced in life and far more reflective, but also more open-minded, than they were in the early days of my teaching career. I love engaging in discourses with them and hearing their views, experiences, and opinions. They enrich my world; they make it more colorful – at least most of them do 😉

Motivated by these great young people, I therefore recently decided to embark upon my post-doctoral thesis (habilitation) in my "second career" at the university. Due to my experience and age, I am looking forward to this new task with respect but also with a sense of relative calm. In my younger years, I would often have wished for this composure; it would probably have helped me in some of my discussions. But I am convinced that we only learn and mature through our own experiences with people of different opinions, different backgrounds, and different levels of education, and not from the advice or experiences of others.

With all these experiences and encounters, it was and always has been important to me to remain true to myself and to stand by my values, whether privately or professionally. Today, I am grateful, happy, and satisfied with my life: grateful especially for my health, happiness with my grown-up children and my husband and satisfied with what I do! I try not to hurt anyone with words, to be a loyal spouse, business, and research partner, to treat every counterpart with respect, to practice tolerance and, above all, to be open, open to students, colleagues, and friends! Nevertheless, today I am more aware of time than ever, and I invest it only in people and projects that have sustainable value, that have substance. It is easier for me today to avoid busybodies and energy thieves – that is probably also a gift of age and my own experience.

In short, my dear young colleagues, I think you simply must carve out your own experiences and life will also have one or two surprises in store for you. The destination is not always clearly recognizable, often it is the detours that bring us back to the path of the destination! In this sense, I wish you much fun and success on your pathways, and all the very best!

Yours,

Birgit Pikkemaat

University of Innsbruck, Austria

180. Letter from Patrícia Pinto

I was very pleased with the invitation to participate in this book and share some of my experience in tourism research with my female colleagues. I would say that my path in tourism is quite unusual. I concluded my PhD in 2004 in Quantitative Methods Applied to Economics and Management, and I did my thesis applied to modelling consumer behaviour towards pro-environmental practices. Until then, I had no contact at all with the tourism field. I started researching tourism one year after, in 2005, when Antónia Correia invited me to collaborate with her in a research paper. Since then, my consumer behaviour models have started to be mainly applied in tourism, and I can say that I am very proud of my contribution to the field. From 2005, tourism research has allowed me to supervise brilliant PhD students, and some of them are now dear colleagues and friends. It also allowed me to be involved in coordinating the first PhD program in Tourism in Portugal, and, currently, being responsible for the most important research centre in Portugal, CinTurs, the Research Centre in Tourism, Hospitality and Well-being. Despite my immense responsibility with CinTurs, I still consider myself mainly a dedicated teacher at the Faculty of Economics, University of Algarve.

If my career ended now, I would look at the past with the feeling of "well-done work" and immense gratitude. I work still 16 years old, giving math classes to friends and colleagues. I now struggle to do well a vast number of different tasks in my diversified work branches, mainly as a professor, researcher, and coordinator of CinTurs. Sometimes I complain (a lot, I have to confess) about being involved in so many things, but the fact is that I love working and my job(s). Indeed, I feel I am a fortunate person: I have the opportunity of spending a big part of my day doing something I adore.

Nowadays, and in the past, I've been working with inspiriting male and female colleagues and students. I only assumed a huge management responsibility a few years ago with CinTurs. Until then, I was only a researcher and teacher, distracted from the gender unbalance in top management positions. I have to admit that I always considered quotas for females in leading positions as humiliating and unnecessary. From my perspective, merit, not gender quotas, should be the way to achieve that positions. My opinion didn't change but, today, observing that top categories are still mostly occupied by men (and brilliant men are not more numerous than brilliant women), I understand that, unfortunately, these quotas are needed in most professions.

Well, since this forum is giving me the opportunity of sharing some recommendations with my female colleagues, I end with a few tips:

1) Don't forget what motivated you to enter the academy. In my case, it was the opportunity to teach. So, I try to bring my research to classes, improving them by including my research findings. Moreover, the academy is much more than research. So, try to be enrolled in the other essential issues of your university, including some management tasks, even if you don't like it a lot;

2) Thoughtfully ponder before accepting to supervise a PhD student. Concluding a PhD is a dream for many students. However, not all of them have the conditions (for example, time availability and minimum research competencies) to develop their work, which means they will require a lot of dedication from you. So, if you are involved in many other tasks (including accompanying many other students), it is preferable to decline their supervision. Inversely, once you accept supervising PhD students, really be there for them. Don't be the person they contact and who don't give them feedback on time;

3) Have the best teams with you. That applies to developing research projects, organizing a conference, writing a paper or co-supervising a thesis. We are not all compatible, but there are colleagues with whom working is a pleasure, and that has nothing to do with status or qualification. So, avoid working with colleagues you know will not do their parts on time and with the needed dedication and care. "Bad" colleagues can be good friends, but you don't need to stress trying to work with them.

4) Be the person you would like to have in your research team. This is especially important when you are in charge of coordinating the team. In my view, this is much more than just doing "your part" of the work well. It includes respecting those working with you, making them comfortable giving you suggestions for improving the work, and valorizing (that includes praising) their contribution. It also includes respecting their time (and leisure) work, i.e., don't email them with urgent requests after hours or during weekends, or calling their attention for less well-done work in public. In short, create a stimulating work environment that makes others willing to work with you;

 5) Enjoy all the benefits of doing research. Don't think you're too old to go to a conference to present your article. Conferences are an excellent opportunity to get to know other countries and cultures, expand your network of contacts and meet the experts in your research topic. Anyway, how can we talk about tourism without travelling?

6) Never forget that your life is much more than research and the academy. Have hobbies, dedicate enough time to family and friends, and, more important, take good care of you.

Best Wishes,

Patrícia Pinto

Faculty of Economics and Research Centre in Tourism, Hospitality and Well-being (CinTurs), University of Algarve, Portugal

181. Letter from Nina Katrine Prebensen

Dear tourism researchers

Talking and writing in the academic environment – the role of vulnerability

I have learned many lessons through my academic journey. The impact of vulnerability through communicating your knowledge is one of them. I think that the spoken word is relatively easy, while writing a text with meaning is hard. Talking and discussing are important academic processes. However, communicating through written texts make the meaning more to the point and therefore more vulnerable as the written text is easier to debate, criticize and to argue against than spoken words.

I remember one of my first conferences I attended. I received verbal feedbacks, where some were about the project I presented, and some commented on other things I should do. And some academics just wanted to say something. The feeling of being vulnerable hit me.

Welcoming feedback is necessary to grow as an academic – but it is what it is. If it is just a question, a debate or a discussion – it may or may not help you to grow as an academic. The key is to think of it as a potential help to improve your text, and not as a personal characteristic.
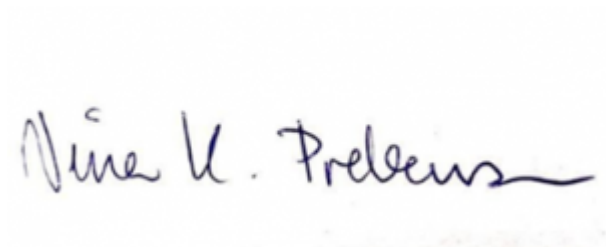
The spoken and the written text may function differently, dependent of 1) the sender, 2) the receiver, 3) the meaning intended and interpreted. All inputs may be interesting, however not all of them relevant for the current paper.

My impression is that people (sender) often include too many variables into one sentence. It is then up to the receiver of the text to examine – and interpret the meaning of the words and the text. I always think of this when tutoring master and PhD students. What do you want to figure out? Please write down the one thing you want to explore, describe or test. This exercise helps to focus and to approach research in a systematic way and include variables one-by-one into the framework: define them and explain why you think they are important to elaborate on.

One way to deal with all types of feedbacks are to welcome it and think of the inputs one by one – after your presentation is over. Some inputs are relevant and will help you improve your paper. Some will be interesting

for another paper – and some you will find irrelevant. This exercise helps you improve as a researcher. I would urge you to not take this feedback personally: it is not about liking you or the text, it is about moving knowledge further. The most important way to grow as a researcher is to ask and welcome questions and comments but do take it for what it is: well-meaning suggestions to improve your work. You decide what to include in your text.

Best Wishes

Nina Katrine Prebensen

University of South-Eastern Norway

182. Letter from Julianna Priskin

Doing "useful" things to save the planet has been a constant motivation of mine. So, I consciously chose to pursue a career in the tourism industry and partially have a foot in academia. With this approach, I held academic positions in numerous universities. I worked as a consultant in eco and sustainable tourism with various companies and destinations internationally, and this pursuit connected me to amazing people and projects. In 2010, I was the sustainability manager of the Zero Emission Race, which made me the first person to be allowed to blog on UNEP's website, as I accompanied electric vehicles on an 80-day journey with electric vehicles around the world.

Visiting unique sustainability projects across the planet inspired me to pursue my dream to establish a tourism company based on sustainability principles. The idea led to a successful small family enterprise and created the first 100% electric tour bus operated on renewable energy. It also won numerous prizes and received five-star customer ratings and the 2015 UNWTO Innovation in Enterprise Award. Sadly though, it is not possible to always do everything at once, and for many personal and health reasons, our operations had to cease despite's the business's apparent success. Now, I am on a mission to achieve satisfaction by doing less professionally and seeking a balanced life with my family, including three young children. Although exciting and mostly satisfying, it is also a demanding enterprise to pursue. I never knew how hard it is to juggle things that are all high priority.

We live in an era where we are constantly reminded that we can achieve anything that we aspire to, and our thoughts are the only limits. Although I agree wholeheartedly with this, I learned a few lessons, which may help others avoid some of the mistakes I made trying to do many things at once on a part-time basis.

If you want success, **don't do everything at once**. It is better to focus either on academic work or tourism industry involvement or vice versa. I have gone down the road of attempting the 50-50 approach in the pursuit of wanting to do well in to achieve a good balance, but the result has been mixed (in my view). It is tough to stay relevant and credible in academia with a shorter publication list than would be expected from the years past due to working part-time. This is also why my company suffered too, simply because I did not fully commit my efforts there either. Unless you have a lot of financial resources and much support, it is a lot tougher to pursue academia and your own tourism business at the same time than people would admit to.

Even if you start a business out of passion (as I did), in the end, success requires 100% ++ commitment, and part-time engagement is just not enough.

If you go down the academic path, focus your research as much as possible. If I look at my publications and professional reports, it seems that I have contributed to a lot of meaningful projects. But taking opportunities to be involved with worthwhile projects meant limited time for academia. In the end, your credibility in academia remains mostly your publication list. When you apply for grants, an attractive CV with industry contributions is rarely valued appropriately for all the work they represent.

Pursue your interests with love and don't let fear derail your path. There will always be people who will tell you that your project or idea is not good enough for whatever reason. Just listen to yourself and take as much wisdom from people worth listening to as possible. Often it is not what you know, but who you know that helps. Spend your time around people that give you positive energy and not those who take yours away. Everything happens one step at a time anyway, and you may as well keep pursuing your own goals and dreams.

Julianna Priskin

Lucerne University of Applied Sciences and Arts, Switzerland

183. Letter from Yael Ram

My name is Yael, and I work and live in Israel. When Sara and Antonia asked me to contribute a letter for future tourism researchers, I reflected on my career and thought about a metaphor for describing it. A "game board" was the metaphor that came to my mind almost immediately – a combination of ladders and snakes, of successes and failures, of jumping ahead and falling backward.

Next, I opened my PowerPoint and drew my non-linear career path, which I'm still walking on. My academic career "game board" is attached here; my three conclusions from the process of drawing and reflecting are summarized below.
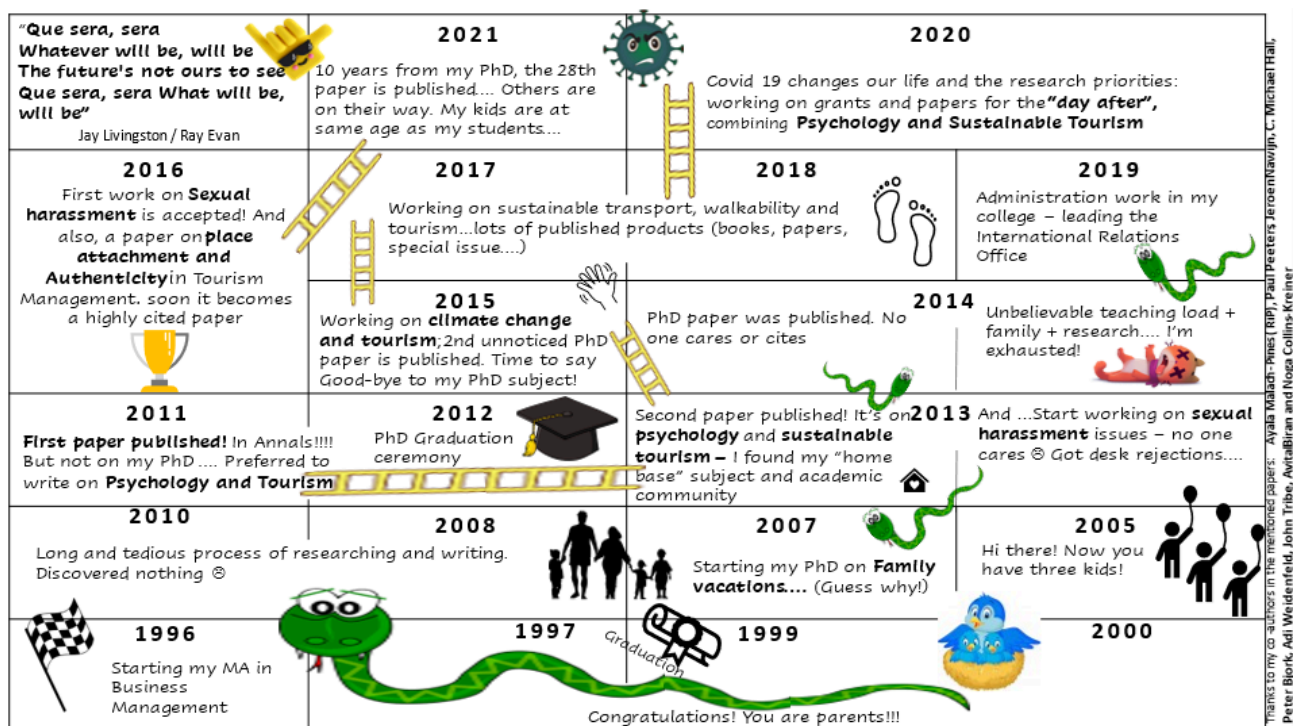
Not all snakes (delays in the career) are bad! There are two kinds of "snakes." The first type is linked to a good decision in bad timing. It is the case of family matters and also choosing unpopular research decisions. At first sight, this type of snake can be considered bad, but it is not true! Sometimes the issue worth it, but the timing is bad. It happened to me with the sexual harassment studies. It took several years for this snake to become a ladder when the (academic) world was ready and the MeToo movement aroused. The same is relevant to family and kids, which required lots of effort initially, and later on, they become a source of inspiration and even talented IT and social media specialists! I'm grateful to my partner Eyal and my kids – Niv, Yoav and Yuval.

The second type of snake is bad choices in bad timing. This snake will be remained a snake, no matter what. This was the case of the family vacation study, which did not have an impact, and even I lose interest. Unfortunately, you cannot tell in advance which snake will become a ladder and which snake will remain a snake. Hence, my recommendation is not to focus on one subject and develop several (but not too many!) options and research directions. You can never know which snake will become a ladder at the end, except the family issue; this is a safe bet.

Good colleagues are more important than degrees. A Ph.D. degree is less important than finding an academic "home base." It doesn't matter where or with whom you did your Ph.D., but it matters a lot who are your friends and colleagues in the academic world. Each of these co-authors contributed a step or a ladder: C. Michael Hall, Ayala Malach-Pines (RiP), Paul Peeters, Jeroen Nawijn, Peter Bjork, Adi Weidenfeld, Melanie Smith, John Tribe, Avital Biran, Amit Kama, and Noga Collins-Kreiner. Without this great group of people, my board game was full of snakes. Thanks to them, there are more ladders than snakes. I am grateful and hope that my name is written on their imaginary game boards, too. Yes, some people that I met on my path were snakes. I moved on. They are not part of my board game anymore.

Ladders are no substitute for hard work; ladders are the output of hard work. Looking at the board game, it seems like the ladders made life easier. It is a wrong impression; the truth is that hard work builds strong ladders. Ladders made of pure luck will fall sooner or later. But if the ladder is based on good colleagues, true friends, various research directions, family, teaching excellence, and even experience in administration and organizational politics, you will climb on safely.

Good luck on your path!

Yael Ram

Ashkelon Academic College, Hebrew University of Jerusalem, Israel

184. Letter from Célia M.Q. Ramos

Dear all,

I was very pleased with the invitation to participate in this book alongside other women whom I greatly admire, which makes me feel blessed for the opportunity to share my journey, ideas, and some recommendations.

My path in tourism was neither linear nor foreseen, as my educational degree is in computer engineering from the University of Coimbra. When I started my academic career, I started teaching IT and information systems in the tourism and hotel management degree programs at the School of Management, Hospitality and Tourism (ESGHT) of the University of Algarve. In 1994, I sought to integrate a master's degree that favoured the multidisciplinary intersection between information systems and technologies, a subject area to which I belonged at ESGHT, with the areas of management, hospitality, and tourism, to add value to the classes I taught. I received my master's degree in electrical and computer engineering from the Instituto Superior Técnico in Universidade Técnica de Lisboa. My dissertation was titled "Computer Support System for Tourism Planning and Management". My first publications began in 1998 when I started my research in the area of tourism.

In 2006, intending to continue to develop research activities in the field of tourism, considered an anchor area for the University of Algarve, I began a PhD program in quantitative methods applied to economics and management, in the speciality of econometrics, in the Faculty of Economics, University of Algarve. My thesis was titled "The Influence of Information and Communication Technologies on Tourist Demand: An Approach with Macro Panel Data".

As far as research is concerned, the link between information systems and technologies and tourism predominates, including the integration of econometric methods. The tourism area allows interconnection among many areas of knowledge, among which IT has a privileged relationship, making this a truly fascinating field to research.

The knowledge acquired allows for creating knowledge bridges with tourism, complemented with concepts of management, decision-making, consumer behaviour, brand reputation, social media, government management, and integration of systems. This allows connectivity anytime and anywhere and the automation of processes to develop a human-centred society supported by technological pillars that are part of digital transformation.

Recommendations

- **Know yourself and trust yourself**. Write what is truly meaningful to you—what resonates with you. You have a unique perspective based on your life experiences, education, and skills.
- **Take care of yourself and make your well-being a priority.** Looking after your own emotional, physical, and mental well-being is fundamental to being a good researcher.
- **Maintain your values and principles**. When writing your ideas, be proud of your decisions and value those that truly reflect you. Believe in yourself!
- **Create your team with people who reflect a win-win relationship**. It is necessary to talk, share, help, work, spend time, spend energy, and support each other.
- **Be the best partner in the team or the person you would like to have in your research team**. Respect yourself, respect your colleagues, and be responsible.
- **Look to the students and help those who want to develop their research skills.** The academy is made up of professors and researchers, but the students will be the investigators of the future. They are the ones who will define new study paths for which they must be valued and directed to develop new scientific contributions.

- **Have quality time with your colleagues.** Share moments with a coffee break or other ways, and provide opportunities for a healthy laugh, because life means more than the academy and research.
- **While innovating and researching**, keep up to date on emerging theories and research methods, and apply them to tourism.

Make bridges among knowledge areas.

Tourism has allowed me to research several areas at the same time and permitted me to make bridges between different fields using knowledge as support. What a fantastic feeling to contribute to the scientific community as a researcher!

Best Wishes,

Célia M.Q. Ramos

ESGHT and CinTurs, Universidade do Algarve, Portugal

185. Letter from Carina Ren

For as long as I can recall, I have had a life on the move, not least because of my mother: independent, single, curious, traveling with me by my side. At the age of six, she followed her heart to Paris and I went with her into our first adventure, which lasted three years, before we returned to Copenhagen. Some years after, the next journey took us to Greenland. Where Paris had been bustling, but with a strict school system and a busy and regulated everyday life, Nuuk was a small community offering the space and time to roam free in magnificent nature. Here, I experienced the first intense friendships and my first sweetheart, but also a post-colonial reality with ethnic tensions, economic divides and vast social problems. I finished primary school returning back to Denmark and my father to begin high school. After graduation, it was now time to venture out into the world on my own. In the years to come, this lead me to become a 'ski bum' in the Italian Dolomites, the Canadian Rockies and French Alps. I fully enjoyed ever-changing seasons of hard work during summer in my hometown of Copenhagen and traveling and snowboarding during winter, meeting new people and encountering other cultures and ways of life.
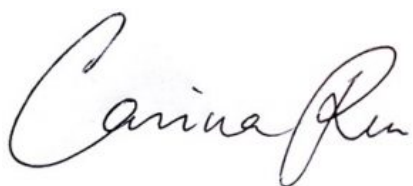
No one in my family had previously gone to university and all had given up on me and my talk of returning to the 'school bench'. After four year of seasonal work and travels, I did however enroll at the University of Copenhagen, enabled not least by the Danish free university programs and universal study grants. Somewhat randomly and unplanned, I had decided to study ethnology, but it soon showed that studying cultural encounters, life modes and everyday lives historically and in contemporary societies – and being a student – was made for me after years of travelling. My studies and the student lifestyle became my passion, almost taking over my entire life: the new friends, the student association work, a student job at the National museum. Perhaps inspired by years of travelling, I soon took up a study interest in holidaying, leisure and leisure-related consumption, leading me to master thesis fieldwork in an American ski resort. After receiving my masters, I was lucky to enroll as a PhD scholar in tourism, a paid position in Denmark, at the University of Southern Denmark, embarking on a research trip that would, as you may read in the 'contributions' section, led me to explore the role of the non-human in tourism.

How, you might ask, is my brief and simplified account of my way into academia 'a woman's voice'? At first glance, it would seem as such by describing something that came *in spite*. Coming from a working class background and growing up as a girl with a single mother on a modest income the odds of pursuing a career in academia did not look great. However, as the story also reflects, other things made this particular

story possible. An adventurous mother and living abroad built useful competences such as language and cultural skills, lived experience with adapting and fitting in. Growing up in a welfare society where education is available and free was also crucial as was the inspiration offered in the encounters with others along the way: relatives, friends of the family members, family members of friends, colleagues of my mothers and later, my own peers, teachers, mentors and colleagues.

So in a way, the story is not that of a woman's voice in spite, against all odds. It is also a collective story of how we are into the world, how we are cared for and looked after (or not) by others. It is a story in which structures, policies and devices carry, halt or slow us down, how cultures, stories and expectations (of Self and of others) affect us. It a perhaps 'a woman's story' in the way that as women we are asked – or at times required – to reflect about (and sometime explain) ourselves being in academia. For better and at times for worse, we are held accountable for how we are and came to be in the world in a particular way, something that most men rarely get or have to do. Unlike the second sex, as argued by Simone de Beauvoir (1953), men in academia and in many other places are not questioned in the same way.

But how is it relevant to tell the story of a woman's voice in the academic context? How is being a woman, telling a story as a woman, relevant for tourism research? How is it instructive for the next generations of female scholars? Or any other scholars for that matter? Feminist as well as Science and Technology scholars teach us a great deal about the way that our positionality, our being thrown into the world in particular ways, matters for how we carry out our research. That whether we want to or not, we carry our bodies, our gender, ethnicity and more into the field and that we enact worlds through our academic and always situated practices. This is what reflexivity, positionality, seeing something from somewhere – not everything from nowhere, as argued by Haraway, can do to and for research. This is something that being perceived as the Other, as the one working against the odds, can tell and teach. For this reason, bringing ourselves, our stories and being, to the fore and into the equation, carry its own legitimacy and value.

Carina Ren

Aalborg University, Denmark

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186. Letter from Helena Reis

Letter to a female researcher in the XXI century

WHEN LIFE TAKES YOU FURTHER THAN YOU COULD HAVE HOPED FOR...

I was born in Mozambique in 1955. I was two weeks old when I flew for the first time, my mother kept my plane ticket stating "Infant". My father was an officer in the Army, and my mother followed him everywhere he was sent and took us with her. So, in a few years, we navigated from Lisbon to East-Timor by ship; it took us 90 days, docking along the way. We lived up in the mountains, where there was no school, so my parents taught us how to read and write at home. They must have done a good job, since I entered university when I was 16 and graduated at 21. We also lived in Guinea-Bissau and Angola...

I come from a big family, seven brothers and sisters, and many nephews and nieces.

In 1978, my first job was "Public Relations at the Casinos of Algarve". This position had always been occupied by men, so, at 22, I was the first woman ever to do it...

The Casinos were partially owned by Penina Golf Hotel, a sophisticated five-star hotel, whose president was Sir John Stilwell, an entrepreneur who did a lot for the Algarve. In order to introduce me to the trade, Sir John invited directors from hotels, tour operators and travel agencies – 29 men and me – for a lavish dinner at Penina.

When he introduced me, he proudly called me "Our Vamp of Alvor".

I was shocked and the others were puzzled, but we assumed he was "lost in translation". However, after a while, I dared to ask him:

– Please, Sir John, don't call me that, it does not sound very nice...". Sir John was livid:

– I purposefully asked somebody how should I call you and they assured me this would be the correct form.

The answer quickly came to my mind: – That someone was teasing both of us. You can simply call me

Helena. For many years, some of the people still remembered this episode, as they saw a very young woman facing a very embarrassed powerful man.

Yet, those were the days when it was allowed to play these practical jokes on women…

One thing I want to highlight: with these men I learned everything studying and the Academia could not teach me. I learnt and then adapted to a more feminine style. Furthermore, the manager who hired me was "under fire" from his peers, his reputation entirely depending on my performance, meaning often men who help women's advance risk their own reputation and credibility among their equals.

Since then, I worked in tourism occupying various positions in travel agencies, tour operators and hotels. Very often I was the only woman in management meetings, many times not respected, so I had to learn how to impose myself: hard work and best results. I also realized that sometimes your "enemies" are other women, not just men.

Not always easy, but very rewarding.

Far more recently, a PhD program in Tourism presented itself as the perfect land of opportunities for me to join my dearest interests: to travel and to put my practice of working in tourism to good use.

So, in 2013, I defended my PhD thesis – "Gender Asymmetries in Golf Participation: tradition or discrimination" and the Jury was composed by 6 men and one woman. The woman was left to the end and the president announced her that she would only have "one minute" because we were running late.

> – One minute? Is that all? So, I'll use my time wisely:
>
> First, I congratulate the candidate for her courage in choosing such a polemic subject, for daring to enter a male dominant bastion and for having been under fire here for the last couple of hours…
>
> And second, my question is to you all: in order to discuss gender issues, why is the Jury composed by 6 men and one woman, who was allocated the last minute of the questioning time?

Along these years, I worked hard and many times I wanted to give up. But my biggest weapon against failure was having the *Perfect Supervisor*: a woman, a professor, a renowned researcher who, although much younger than me, had been thriving in a man's world, the academic world. If it wasn't for her, I would have never concluded my PhD: her persistence, her determination, her knowledge, her guidance, her creativity for finding solutions for the insoluble, were the strength and the force pushing me beyond my limits.

I am still following her, I admire her work and her accomplishments and I am proud of what I've learnt with her.

So, my recommendation to you would be:

– Follow the researcher you admire, the one whose work talks to you, and trust that this will take further that your wildest dreams. You can always try to contact the person you admire and be surprised, for some of them take the time to answer you. You can follow their participation in conferences and, above all, everything they publish. This will open your mind, broaden your knowledge about the possibilities for publishing your own work ….

At present, still with Professor Antónia Correia, I study the "world of luxury" seen from the academic point of view, and I am also involved in studying "astrotourism" since I love "to follow the stars".

Helena Reis

University of Algarve, Portugal

187. Letter from Isabel Rodriguez

Dear exceptional tourism female researchers of the future,

At the time of writing, I am still an early career researcher. Looking back, my research journey, has not always been an easy one. Let me explain why. I come from Spain and I belong to what you might call the *Tourism-generation* of researchers who are formally trained in the tourism discipline. As you are surely aware, in its beginnings, tourism was a field that moved forwards thanks to the work of academics coming from many other disciplines. This has enriched the field and set the foundations of the multidisciplinary views and approaches that characterise our research.

I began my tourism studies back in 1994 when these courses were offered for the first time at my university and they were still unofficial programmes. From my BSc, MSc to PhD, my academic story revolves around always being part of the first cohort of students in all the pioneering tourism programmes being run for the first time. We were definitely "guinea pigs" learning by trial and error. Tourism has always been a desirable 'cake' with many portions to be shared and consumed by different disciplines and departments. To be honest, where I come from, I don't think the creators of tourism programmes really thought about us, the tourism students, as academics or researchers, they simply had no plans for that. Even when the doctoral studies programme in tourism started, I was discouraged from going down that route since as a Doctor in Tourism I was not going to get a position at any of the traditional disciplinary departments of the university even though I had already been working there for 10 years as a research assistant! The idea of being discouraged from becoming a doctor in tourism by my mentors, and paradoxically creators of the doctoral programme in tourism, sparked my determination to challenge this constraining view held by others about the career potential for Doctors in Tourism. Sometimes when you are young, you have a limited view and it is difficult to imagine the many options that are possible, but the (academic) world is full of exciting and varied possibilities. My desire of growing and expanding my horizons, challenging my own fears and uncertainties led me to knock on the door of one of the most respected academics in the tourism field at the University of Surrey in the UK. To my surprise the door opened, and Professor Allan Williams became my informal PhD supervisor and the person who has always believed in me ever since. I received my Doctorate in July 2015, and in September 2015 I submitted a Marie Curie Research Fellowship proposal to the European Union. Nonetheless, these are very prestigious and competitive research fellowships which, in my year of submission, had a 12% success rate and I got one! I could hardly believe it and this was one

of the happiest moments of my life. Being awarded this fellowship meant that I could spend 2 years at the University of Surrey to deliver the research I had planned! A dream came true! But there are inherent sacrifices in every choice and I have left many things behind and worked very hard since as you know the academic career is not an easy one. From all the highs and lows I encountered so far along my journey, I have some reflections and advice to share with you.

1) Strive to be highly original

My work on trying to understand highly original academics in tourism (see my chapter on tourism innovation in this book) has made me deeply reflect on the type of researcher I am and the one I would like to be in the future. I believe my research interests in innovation and originality, stems from my personality and background. I am creative and entrepreneurial which, I guess, is an essential requirement for all research, right? I have endless curiosity to understand a phenomenon (yes, this is a lifestyle, a way of being in this world!) and I am captivated by the intelligence of bright minds that push me out of my comfort zone. The moment I enjoy most is the spark of a new idea and the challenge of how to execute it. This is a crucial moment in which you need to do a thorough literature search to make sure that this has not been done before. Some of my ideas seemed very original to me to later found out that they were already done by many others! I must admit that I am not a lone wolf… I love working with others, I believe that working together brings about greater ideas and binds complimentary views and skills. The experience and outcome make it even more enriching and enjoyable! As I progress through my career, I would like to work within interdisciplinary teams and experiment further with novel methods to allow my research to move from incrementally original to highly original or ground breaking.

I would recommend you make **originality a fundamental principle** which drives your research choices and therefore be very selective about the research which you carry out. Try to always find a strongly defined originality angle. Because it always pays off. In an academic world with such a high production of papers that often leave you cold or with the "so what" question in mind, we need to start thinking on the need of exciting our readers. Because originality is exciting, and editors and reviewers are dying to see more exciting work. I personally aim to choose quality (and by this, I mean exciting, relevant and rigorous work) over quantity. I think good ideas need time to be thought through and to mature so the right knowledge is applied to move the field forward. I don't think there is a recipe or "one size fits all" model for having a successful career as (an original) researcher, rather there are **many pathways and everybody must find their own way**: your personality will play a key role, your commitment and passion for research, your networks, and the right academic environment. Just make sure you have fun and enjoy the ride!

2) Persevere, be brave and listen to your intuition

First, remember that you will often experience lows and setbacks along your journey, but I can guarantee that if you **persevere** you will also experience many highs and ultimately, I am sure you will have a successful and rewarding career. Don't forget that this will often mean pushing yourself **outside the boundaries of your comfort zone**. Be **non-conformist** and **always listen to your inner voice and intuition** that guides you in the right direction to excel and to **be the best version of yourself**. Be **brave** and **don't be scared of knocking on doors** since these open more often than expected. Someone said to me once something I believe is very true: "*being brave isn't the absence of fear. Being brave is having that fear but finding a way through it*". I have faced many types of fear: of public speaking, of rejection in grants, in papers, not being as bright as my colleagues and I have had to overcome them and don't let them stop me. I have eventually also learnt that rejection and failure are part of the learning process that we must embrace and accept along the research lifespan and that these do not undermine our value.

3) Be collegial and help others to reach their research dreams

Having had this amazing mentor (Allan Williams) who has helped along my path and has served as a role model of the academic I would like to become, has made me think of the importance of collegiality not only when you reach high in the research ladder but preferably all along the journey. This research life

is about **philanthropy and collegiality** by becoming that person that believes in others and helps them excel with honesty, respect and ethics. Maybe it is my caring personality but helping others to reach their research dreams by being part of those great dreams too is something I would strive for because it is extremely rewarding. As one entrepreneur I interviewed once said to me: "*when you reach the top, you should remember to send the elevator back down for the others*". To be honest I always think that when we die we won't be remembered for the papers we have written but for the impression and the memories we have left in all those who engaged with us. Also, as a sign of respect for academia, when entering the research temple, please try to leave behind any ego and unnecessary competitiveness and rivalry.

All the best!

Isabel Rodriguez

University of Surrey, United Kingdom

188. Letter from Maria do Rosário Borges

I would like to share with you, dear future generations of women tourism researchers, a few considerations and tips based on my 26-year career experience, that can perhaps contribute to enrich your reflections and improve the way you carry out your professional research activities:

- Seek to **capacitate yourselves on adding new skills to the basic training you already have**, whether in the area of technologies (for example, at the level of software, data analysis, content production or sharing of results) or in other disciplinary areas in which it makes sense to look at tourism or for tourism. Go beyond the status "I have a degree in…" and demonstrate real willingness and availability to learn throughout life…
- Seek to **find pleasure and a sense of accomplishment in the research work you develop**, as it keeps your motivation high and your professional day-to-day takes on more meaning and purpose. Feeling passionate enough about work, without forgetting other dimensions of your social and personal life, enables a significant contribution to making your life more beautiful and joyful.
- Seek to work in an organization whose mission and values are aligned with your **professional purpose**, in which your contribution to science and working methods can be more easily recognized and, too, in which you feel emotionally and physically comfortable and also materially rewarded.
- Seek to **value teamwork** and have the ability to relate well and cordiality to collaborate in order to create synergies in the context of the same project. The growing complexity of the social context we are investigating requires work in teams made up of people with different, but complementary, training and research profiles.
- Seek to **share** not only the joys and goals achieved **with your teammates**, but also the adversities that arise in any investigation process. In this way, you can better understand the situations and, above all, will help you to relativize the impact that eventual frustrations may have on a motivational level to continue the investigation or remain in the team.
- Seek to **capitalize on your sense of dedication, curiosity and creativity**. Remember to pay attention to details during the research process, as they can help to differentiate your work, to be entrepreneurial in the conception of innovative perspectives to analyze reality and, in this way, to trigger more

opportunities for new research projects more rapidly.

- Seek to **value your communication skills**. It is increasingly important to communicate the information about the projects in which you take part in a clear and precise manner, the methodologies developed and the results obtained, to ensure as much as possible that this sharing reaches a greater number of audiences and that the information is easily accessible and integrated into other research and professional contexts.
- Seek to **value professional ethics**, even in adverse organizational and career development contexts. If you are in an organizational environment where the policy of valuing human resources does not exist or is unclear, make an effort to maintain emotional balance, focus on the objective, assertiveness and be optimistic.

In short, wherever you are doing research, strive daily on building your own path to success and recognition in the profession! Understand tourism research as a way of making art and you will see that everything becomes easier. Live and enjoy the processes on a daily basis and don't forget to be happy…

With best regards

Maria do Rosário Borges

CIDEHUS – University of Évora, Portugal

Acknowledgements

189. Letter from Ángeles Rubio Gil

Dear future women tourism researchers,

The tourism research has helped me achieve my main dreams as a woman, sociologist, teacher, writer, journalist, it is now up to me to give back as much as I have received to the tourism sector and the people, especially my teachers, who taught me to wander through life in a relationship of trust that is the basis of research and education. To continue with this reciprocal commitment, together with future researchers, I count on your help.

First of all, I must recommend not paying attention to the voices that underestimate the tourism sector or that consider their study to be of little academic interest. From both sociology and economics, interpretations have sometimes been produced that include them in the field of personal services and as a non-productive sector, when the opposite is true. Its multi-disciplinarity, the pioneering nature of its information systems (Big Data, OTAS, CRS, Revenue management, etc.) and its multiplier factor have an impact on all other sectors and therefore, on wealth and employment.

At the origin of the travel and hospitality industry is also that of intercultural communication among peoples, of trade and finance that gave rise to development on a global scale. In addition, tourist professions, similar to the fact of being born a woman, have ways of seeing and being in the world that humanity needs. An activity with tasks that may seem less prestigious, it has a more bearable, breathable, welcoming and meaningful life in its hands. It is a necessity in today's world, which also promises to help reconcile leisure and the regenerative development of the planet.

Finally, tourism has ceased to be just a transit sector, if not a 'cushion' against temporary or structural unemployment in other economic sectors. The new forms of tourism and the exponential growth of tourism studies have contributed to increasingly specialised, technological and scientific careers, thereby giving rise to business niches and new, highly recognised and stimulating professions that make it possible to reconcile family with social life and contact with nature.

About my proposal as a university professor of tourism marketing, for success in a global world and permanent change, it has to do with a greater connection of professional goals with the circular time of women, wherein the needs of each stage of life and care for the environment are respected. It is a circular

dynamic that implies adaptation to change and periodic regeneration, also sensitivity to express one's own expectations but first to understand those of others:

1. Think about what your purpose is, the one that reconciles what you need with what the world needs and that your proposal is clear, concise and confers value.
2. Have independence of criteria but work as a team or network; do not be alone.
3. Take advice and reference from the best teachers and their jobs, professional performance, ethics and emotional intelligence to face relationships and challenges.
4. Research is a way of thinking and living in a way that is consistent with reality, in the face of any adversity: Investigate!
5. Excellence is in your mind. Think carefully because we are what we think, say and work. Prioritise quality over quantity because success calls for success.
6. Do not let emotions cloud your mind. Located ego gives as much importance to success as it does to failure (from which one learns without raising suspicion).
7. Register your intellectual property but recognise the work of your predecessors. The one who knows the most is the one who reads and learns the most and best from others. Ideas are in the air.
8. Project your lifestyle where vocation and conciliation make your work a moment of pleasure every day, and success will come alone and many times.
9. Your capital is attention. Take advantage of time with attention to what you do, do not start a project before finishing another.
10. Do not wait for inspiration. Work during the hours when you have more energy. The social sciences are not works of fiction but a matter of method.
11. In research, it is easier to do well doing what needs to be done at each stage of the research rather than doing it quickly and poorly.
12. If you have a good idea, do it but with discretion and diplomacy. Intelligence offends.
13. 'Love your neighbour as yourself' not before yourself! Abnegation is NOT healthy, love (also for work) must be so.

And these are the 13 ideas that I hope, like the 13 months of women with their 13 moons to sow projects, in the logic of nature, continue to yield us much fruit and bring us good luck. We are our way!

Ángeles Rubio-Gil

NONNOBIS-URJC Social Research (Universidad Rey Juan Carlos), Spain

190. Letter from Lisa Ruhanen

Dear Future Tourism Researchers,

I feel very honoured to have been invited to write a letter to you, the future generation of women tourism researchers, in what is my 20th year in academia. Like a typical academic, I have procrastinated over this task for months and as the deadline looms, I finally carved a day out of the office and away from the barrage of emails and meetings, to reflect on my career story and share some of the lessons that I have learnt along the way.

So, a bit about me. First and foremost, I am a Mum to Patrick (13), Emily (9) and Claire (5). When I am not in "mum mode", I am a Professor in Tourism in the University of Queensland's Business School, located in my hometown of Brisbane, Australia. My career story is a little unusual (I would say not that exciting) in that I have spent my whole academic career at the University of Queensland. I began as a Research Assistant in 2001 and 20 years later in 2021, still here but now a full Professor and Director of Teaching and Learning and member of the Senior Leadership Team for the UQ Business School. So, what to share from the journey so far…? If I reflect on a few key themes that have been personally important to me:

There really is no such thing as work/life balance but you can give it a go anyway. I know it sounds like a cliché, but while my career is important to me, it is not as important as the happiness and well-being of my family. My friends have always said that they thought I was so driven, so strategic, working late into the night so that I could get ahead in my career. Yes, there was many a time that I did an all-nighter to get a publication or project finished (and I still do at times). But it wasn't because I was desperate for the next promotion. It was because I wanted to pick my kids up from school, take them to their rugby training or ballet class, be there to do their homework with them, or spend the school holidays at the beach. I feel fortunate to be in academia where I have the flexibility to do such things as many working mothers don't have the same sort of work/life freedom. Would I recommend this to a future academic though? Well, on the plus side my career progressed, and I was promoted to Professor the year I turned 40. On the other hand, sleep deprivation is used as a torture device for a reason! I have more wrinkles under the eyes than I would like, and my personal hobbies are non-existent. However, only you can decide what is best for you, your family, and your career. Hopefully, you can find a better "balance" than I did.

Work with good people, not just people who are good academics. Academics are high achievers by nature and our benchmarking systems can lead to a competitive and toxic culture in our workplaces. In the last 20 years, I have seen the good, the bad and the ugly of academia. However, I was very fortunate and will always be extremely grateful to Professor Chris Cooper (former Head of School of Tourism at the University of Queensland) who opened the door to academia by offering me a Research Assistant position with him at UQ. At a time when many senior academics took full credit for the work of their Research Assistants, Chris never did. Instead, he was nothing but collegial and supportive by including me on publications that I contributed to, providing opportunities to teach, undertake further study, attend conferences, and setting up a secondment for me at UNWTO in Madrid, Spain. I was lucky to have had the opportunity to work with Chris for several years, but not everyone was as fortunate as me. As I moved through the early stages of my career post-PhD, I saw that while there were good academics, the "support" they espoused came with a lot of caveats (usually doing the work for them that they could take the credit for). So, my advice on this one is to trust your instincts. Having an awkward conversation to decline an invitation to collaborate will be a lot easier in the long run than working with someone who isn't genuinely supportive of you and your career. When you are then in a position in your career that you can give back and support others, do so. I aim to be a good academic but also a good colleague by being the number one champion and supporter of the PhD students and Research Assistants that work with me.

If you do what you love, you'll never work a day in your life. Well, I'm not sure about that, but that's how the saying goes anyway. As academics and researchers, we work hard but we are usually rewarded well for that work. Yes, there are plenty of things we don't love in our jobs: university bureaucracy, marking student assignments, sitting on committees, and so on. But if we are able to complain about such things, then that probably means we are fortunate to have some sort of academic role within an institution at a time when many in the world have lost their jobs, businesses and incomes. Our reward is hopefully more than financial, and that we are fortunate to be working in an area that we are genuinely passionate about. We often tell PhD students to pick a topic that they can live and breathe for at least three years, and as academics we need to remember that too. As an early career academic, I was often steered towards projects that were not my passion and I know many of my friends and colleagues have felt the same pressure to find a research area that can attract grant funding and generate high quality publications. While that might be good for your CV, it's unlikely to be particularly rewarding personally. I ended up researching in an area which isn't mainstream, doesn't attract mountains of grant funding, but I don't really care as I love it. My research areas are my genuine passion and usually make up for all of the long, boring committee meetings that I have to attend these days.

Be strategic. I attended a women's career development program as a senior lecturer and received a great piece of advice from one of the presenters: never say yes immediately when asked to do something, go away, and think about it first. As academics there are many tasks competing for our time, and we have to be strategic about what we agree to do. However, we also need to be a good citizen within our Schools and Faculties but also to the broader tourism research community. So, say yes to the committee, say yes to the journal reviewing, but think about it first. Can you play an important role on that committee that will be useful to present at your next promotion? At some point in the future, would you like to become a member of the editorial board for the journal that invites you to review? There will be times that you decide to say no because it is not the right fit for you at the time, but have you already said no many times before? Many institutions are focusing more on good citizenship and service alongside teaching and research. My advice is to have an academic BFF; your go-to person or group of supporters, that can be your sounding board for these types of decisions.

Now that I have started reflecting on the last 20 years, I wished I hadn't procrastinated! I have shared just a few things that have been important to me on my journey to date and I hope that if you have read this far, you might have found something in the letter that resonates with your own journey. You can probably see that the essence of my letter is that I feel very fortunate to have found a career in academia. It has been hard work of course, but I have had the chance to work with great people who have become great friends. I get

to work on research that I am passionate about and genuinely enjoy. I wish you nothing but happiness and success on your own journey.

Lisa Ruhanen

The University of Queensland, Australia

191. Letter from Agnieszka Rydzik

Dear Friends,

I have travelled a long way. You probably have too.

I grew up in the 80s in rural Poland. I was an introverted studious child who liked reading stories. My mum was a teacher so we had plenty of books at home but also there was little else to do and I was not exactly sporty back then. There were not many distractions in way of technology or gadgets in communist Poland, so books and stories were some of the more exciting things in an everyday world defined by shortages.

I come from a family of strong-minded and independent women. I grew up watching them challenge many social norms at home and beyond. This is something I carried on doing in my life albeit in different contexts and in different ways. Now, I see my younger sister conforming to even fewer norms and challenging even more. Ours is a continuation of the journey of the many women who came before us and paved the way for who we could become.

On my journey to where I am now – via several countries, degrees, universities – I have met many wonderful people who contributed to the shaping of who I am as a person and as an academic, starting from my university tutors, PhD supervisors, co-authors and mentors, to colleagues, students and friends from across the world. It is thanks to them I am able to navigate the linguistic, cultural and organisational norms.

I have spent over a decade in UK HE. In those years, I have felt fulfilled professionally and also there were times when I wanted to leave academia for good. I have more distance to all this now and am able to see a bigger picture. Maybe not all the time but most of the time. This ability to step back has not come to me naturally but was a conscious effort to reframe who I am and who I want to be.

I have seen many talented passionate colleagues and friends normalise overworking through feeling huge underlying pressure to work non-stop. This often comes at the cost of sacrificing private life, health, wellbeing, family. I was there too. I thought this was part of being in academia and that I did not have a choice. I saw many excellent academics with amazing potential burn out, lose joy in the work they do, and walk away. But I also met academics who were very successful, loved their work and also managed to have a life outside of academia. I decided to be in the latter group. This is still a work in progress for me (a lot to do

with managing time, prioritising, letting go, fighting perfectionism, training myself to distinguish between work and out-of-work time, and most importantly, managing digital tools and not letting the inbox take over), but I am now in a better place than a few years ago. This balance, although extremely difficult to strike in a multi-dimensional role full of competing priorities and tight never-ending deadlines, I see as essential to building a long-term rewarding career in academia. I hope you can find this balance too.

It saddens me to see talented young researchers working 24/7 and feeling highly pressurised to produce high quality outputs right away (often before formally completing their PhD), get top student evaluations and generate research income; being on the verge of burning out before they even started; with no time or space to grow, develop ideas and find joy in what they do. This acceleration of expectations so early on scares me. I sit on interview panels, where competition is very high, interviewing many high performing young academics with outstanding outputs who have yet to secure a permanent role. I wish I could give them all a job, a hug and tell them to slow down, to take their time to develop and enjoy this stage of their career. But there is no time for this in contemporary academia. We need to think about how we can equip the next generation of early career researchers with adequate tools to navigate the multifaceted demands of academia. How can we build a better working environment for young researchers to prosper? How can we make academia a space to grow, develop ideas and reflect?

In my view, this largely comes down to the increasing overuse of easily accessible quantitative metrics for performance management (in teaching as well as research, by institutions as well as individuals). The question often is how many outputs, where were they published and how many citations but very rarely 'why' they were published. In this race, academics become incentivised into becoming fast-burning manufacturers of outputs and less often into slow-burning thought leaders and crafters of ideas. Increasingly, I come across examples of how imperfect metrics are used to judge talented individuals and teams. I see us constantly comparing ourselves, our performance and entering competition with the self and imagined others. It has been widely acknowledged that metrics are not a perfect measure, that they need to be used carefully and contextualised (for more information see the [San Francisco Declaration on Research Assessment](#)). Yet, it is so difficult to ignore the encroaching metricisation of our work (and also our lives – sometimes self-imposed). They say data can tell a story. Yes, to a certain degree it can. When used well. But metrics do not tell a personal story and are often given too much weight and not contextualised sufficiently. I see it used against researchers – depersonalising our complex stories, constantly telling us we are not good enough and unnecessarily setting us against each other. How do we work around this and not let metrics affect our sense of self and our goals? As metrics are now so omnipresent, we need to gain awareness and learn how to use them collectively to our advantage.

I see women, in particular ethnic minority and foreign-born women, working much harder (and being judged much harsher) to gain appreciation. They are often on the threshold of promotion or acceptance and yet an invisible, difficult-to-pinpoint barrier makes it difficult to cross the threshold. I sometimes get impatient and frustrated by this but more often than not I try to see it in the context of the long journey I, and we, have travelled.

Every journey is unique. Enjoy yours!

Best wishes,

Agnieszka Rydzik

University of Lincoln, UK

192. Letter from Madhuri Sawant

Dear women tourism researchers of the future,

Namaste!!

Let me start by sharing how I got into the exciting field of research and tourism.

Growing up, I loved listening to stories about my father's travels. He was a politician and Member of Indian Parliament, his line of work required him to be in number of countries for work throughout the 80s and the 90s. Whenever we had the time, we'd travel quite a bit with him, locally. Back then, I never thought I'd end up working in the field I do now.

In my early teens, I wanted to become a Medical Doctor like my elder sister who was a student of Doctor of Medicine at the time, and my idol.

We came from a conservative Indian political family, and by the time I turned 18, my parents urged me to go for arranged marriage; to which I obliged. My husband Rajesh was pursuing his Master's in Tourism Administration when we got married. Although he was supportive of me pursuing my wish of becoming a doctor, he suggested the alternative career of Tourism. I started my undergraduate studies in science and chose to do a Diploma in Tourism Studies I also actively studied foreign languages German & French, Environmental studies and got another PG Diploma in Business Management. I liked to keep my options open. Eventually, I decided to pursue Masters in Tourism Administration and also passed the National Eligibility Test for Assistant Professor, a mandatory exam to be able to work in academics in India and passed with flying colours. My score qualified me for a Research fellowship for PhD, but back then, I did not have any inclination towards it. I wanted to start a business in medical tourism in 2002 but because my children were very young, I chose to go for a PhD instead. My topic was on Management of Ecotourism. It was an exciting opportunity to travel to beaches, lakes, forest, hills and wild life sanctuaries, etc for data collection.

During my PhD (2008), I was selected as an Assistant Professor in the Department of Tourism Administration Dr Babasaheb Ambedkar Marathwada University Aurangabad, it is indeed an honour to work in my alma matter, this position changed my life. I wanted to teach and simultaneously do the best research I could but I was struggling to find a good mentor in India and the tourism research infrastructure

was limited to miniscule institutes. We lacked many good research journals of international repute. It was frustrating to say the least. But slowly and steadily, due to the rise in social media from 2008, I could meet a good number of professors and researchers in tourism and made sure to get good guidance from them. I idolised some professors and keenly observed their work.

In 2010 I became a Research Supervisor for PhD, I made a vow to myself to improve and expand the scope of tourism research in my state, Maharashtra and established a Tourism Research and Consultancy Cell in my Department.

Fortunately, I could select highly dedicated scholars to work with me, especially motivated young women for a career in tourism research. Being with them for the majority of my time and experiencing their struggles with them, I realised that it is difficult for women to pursue research in India. There are huge social norms and responsibilities that they need to balance with their work but let me tell you, dear readers, Indian women are firm on being excellent at what they do while managing every obstacle that comes their way.

In 2018 an International Centre for Buddhist Tourism (ICBT) was established in my department, the Vice Chancellor nominated me as the Director of ICBT, I established linkages with several Universities in Buddhist countries and conducted joint Research Projects. I have travelled enough across the globe during the span of my career, I have met many good researchers, learnt a lot from them and I am still learning. I am proud to say that through these years I have worked with both government and non-government organisations on good posts and committees. In January 2022 I took charge as the Director of our Department of Tourism Administration, my own alma matter. I have been invited to many places in India and abroad to deliver lectures on my research and am also working as the Chief Editor of Euro Asia Tourism Studies Journal EATSJ. This is quite a wonderful journal and I am looking for more exciting ventures.

I believe there's a huge scope for women in tourism research. I urge you to join this amazing field. There are so many research areas that are yet to be explored and would benefit from women's perspective. I would advise young women researchers to be more proactive, seek good mentors and seek guidance whenever needed. There isn't a need to hurry to achieve targets, enjoy the process, develop new concepts. Many of us now have access to an ocean of information that was lacking just over a decade ago. I'd also advise young women researchers to focus on research that would directly be implemented by tourism stakeholders. Aside from being a researcher having many citations, you have the opportunity to be a researcher whose work, though simple, can be implemented by the strongest and the weakest sections of tourism stakeholders.

One of my biggest lessons was that it's okay not to be a superwoman tourism researcher. The word superwoman had enveloped a good phase of my life as a teacher and a researcher. Being tagged as that changed my perspective about myself and I desired to do every single thing I could for everyone and in the process forgot to focus on my own strengths and weaknesses. I felt unsatisfied, distracted, and even exhausted by research on some occasions. That's when I realised that we have to introspect ourselves, make right choices without sacrificing our lucidity in the process. Research work takes a lot of time, energy and effort. Researchers spend most of their time sitting and have more screen time than other professions. Coming from India, I would also like to suggest young researchers to practice yoga; especially breathing exercises; it has helped me with concentration and improve my power of memory. Research in tourism is exciting and there's many aspects of it that you can focus on, but never forget to put yourself first.

Breathe and believe in yourself

Be the next one to Inspire!

With lots of Love

Madhuri Sawant

Dr Babasaheb Ambedkar Marathwada University, India

193. Letter from Miriam Scaglione

1

Letter from a professor at a University of Applied Sciences (UAS) to my younger colleagues,

I have to confess that I came to work in tourism research by chance, but the day I got my first job as a researcher in this field was definitely the luckiest day of my life.

As a statistician with a background in computational science and cognitive science it was very difficult in the 1990's to find a job in cognitive science in Switzerland, where I was trying to make a living.

I was working as a statistician applied to public administration. My research activities with public administrations (regional, cantonal and federal) helped me to increase my consulting experience. I was working with the chair of Professor Antonio F. Gualtierotti at the University of Lausanne, to whom I owe a great deal of my training in the practice of statistics.

I have learned the following four lessons that have guided me throughout my career ever since and I have applied these not only to my students but also to myself.

1. To deeply get to know customers' needs.
2. To build a feasible research plan both from the timing and budget allocation, in order to get the necessary data.
3. To be able to apply sound statistical methods in order to transform collected **data** to **information** relevant for the customer.
4. To develop the competences to explain your results using three different kinds of language:

   ◦ Scientific: based on technical terms in order to be able to support your methodological choice vis-à-vis any peers.
   ◦ Managerial: based on action plans. Keep in mind that a client will never spend resources (time, money) if, in the end, he does not get information on guidelines for action. The cardinal difference between pure academic research and consultancy activity is the after-sales services. Some examples of the questions that the client has in mind are: What aspect of my leadership is wrong? What set of actions should I take and what is the order of priority of these actions? What happens if I take this action?

1. Thank you to Professor Dr. Jürg Stettler - Hochschule Luzern (CHE) for the portrait

- Journalistic: being able to communicate the action to the media or to a wider part of the groups involved in your research, e.g. in the case of a staff satisfaction survey, being able to communicate the result to the respondents.

No matter how theoretical or applied your work is, if you are missing some of these explanations, your research can still be improved. If you can only explain from a scientific point of view, but you are not able to give the answer "how will this research be relevant for the sector" (management aspects), you are probably missing some relevant aspects that could enrich your research questions. If you are missing the journalistic explanation, there is still something unclear about your research: the more you understand your topic, the easier it will be to explain in simple words. A public relations director of one of Switzerland's largest companies gave me this advice once when I had to answer a TV interview about one of my research questions: "When you explain your results on TV, look at the camera and imagine that it is your grandmother". Moreover, this aspect is very important, as the dissemination of knowledge is one of the main mandates of the academic world.

Although my activity in the field of public administration research and consultancy was interesting, I felt that my career was stagnating as I did not have enough publishing opportunities to get a professorial position. I therefore decided to apply for a position at one of the schools belonging to the Applied University of Western Switzerland (*Haute Ecole spécialisée de Suisse occidentale*– HES-SO) specialised mainly in the hospitality sector in the canton of Vaud. In 2001, I was hired by Professor Colin Johnson, head of the research centre. Then, in 2004, I moved to the Institute of Tourism of the same applied university (HES-SO) but in another canton, Valais/Wallis. Initially as a research officer, I only became a UAS professor in 2009, I was exactly 50 years old.

I have to admit that my career in e-tourism can be considered opportunistic, as technological advances have guided my lines of research, but this does not bother me, on the contrary, I am happy that I have been able to overcome these challenges.

Working in tourism research at that time, at the beginning of the 21st century, was a blessing. Not only have I witnessed the reshaping of tourism by the fifth (ICT) industrial revolution, but I have also been able to participate in the monitoring and analysis of its evolution, especially in Switzerland, my adopted country. It was a great opportunity and a great challenge. In our institute in Valais and thanks to the collaboration with my dear friend Professor Roland Schegg we were able to develop a technology diffusion forecast on the adoption of different generations of ICT technology, including the platform economy. The business interpretation of our forecasting model was made possible by national and international networking. Our collaboration with Professor Jamie Murphy and Dr Peg Young (1953-2017) – among others – was fruitful. I owe it to senior colleagues like them that they have taught me a lot, from how to improve my written reports to acquiring new statistical methods.

Inspired by the seminal work of Dan Fesenmaier and Bob McKercher – among others – and thanks to the geolocation facilities provided by smartphone technology, Professor Rodolfo Baggio and I were able to develop a new avenue of research: The analysis of visitor flows. Once again, a technological breakthrough and the collaboration with a colleague like Rodolfo, an expert in network analysis, have sparked a new avenue of research in my career.

Each new phase of research has forced me to acquire new knowledge, both technical and theoretical, and this is another important lesson: always improve your skills. Nowadays it is not possible to have a whole career with the same methodological/theoretical knowledge or the same data management skills. I have observed too many cases of researchers trying to build their whole career on a single statistical method, i.e. structural equation modelling or Chi-square Automatic Interaction Detector (CHAID), etc. This is not a good strategy for you or for science. Hannes Werthner (2021) pointed out, referring to e-tourism, that most research is based on survey data and very little on open data or large-scale web-based data. I believe that

this latter fact is probably due to a lack of data management skills or, worse, to the subordination of research plans to already known methods, when the opposite should be the case.

Acquiring new skills needs peer support, which is why networking and team building at the national and international level is so important for career development. So is participation in international scientific associations; in my case there were mainly three: the International Association of Scientific Experts in Tourism (AIEST), the International Federation for Information Technology and Travel and Tourism (IFITT) and the International Institute of Forecasting (IIF).

Finally, it has been a long journey, my friend. I am now professor emeritus at the HES-SO Valais/Wallis Institute of Tourism, so I am still on the road but I am moving more slowly and enjoying it more, and still finding a lot to learn.

I have the impression that, for women researchers, the rule about our competences in any attempt to get a professorship or a high-level position is:

"None of those acquired are sufficient and all those requested are necessary".

while for all others it is:

"None of those required are necessary and all of those acquired are sufficient".

This double selection standard has made career progress and promotion very difficult but I have the impression that the wind is changing. It is all those difficulties I have faced that make it even more beautiful to have become a professor HES – even at the age of 50 – and now to have been the first woman to be appointed Professor emeritus at the HES-SO Valais/Wallis Management School. The more difficult the path, the more valuable it is to reach the goal.

Never lose confidence in yourself. Never give up!

Bon voyage!

Miriam Scaglione

HES-SO Valais-Wallis -University of Applied Sciences and Arts Western Switzerland Valais / School of Management / Institute of Tourism, Switzerland

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194. Letter from Cláudia Seabra

Dear Junior Researchers,

Let me tell you something about paths, real life, readings, travel, research and the future – are you wondering how they can be connected?

My education, like my life, has always been a patchwork of different colours and textures. A bachelor's degree in communication, a Master's in social sciences, a doctorate in tourism and a post-doctorate in economic and social geography. However, amid so much diversity, one thing was constant, my interest in travel and people. I taught from an early age in very different areas: communication, services marketing and consumer behaviour, which led to me discovering my curiosity for studying and analysing the way in which consumers behave, especially when they buy one of the most desirable products: travel. Soon, I realized that my diverse background was very useful to study a such a complex phenomenon: travel for leisure.

In my MA studies I was still in love with the area of communication, so I chose to study how tourists use information sources to help them in their decision-making. In a time when social media was in its early stages, my study focused on how the sources of information consulted by tourists contributed to the creation of their expectations before travelling and how the situation in the destinations was still affected by the information previously consulted. After that, social media brought about a completely different set of circumstances in the way in which people (and especially students) communicated, so e-WOM communication and the phenomenon of prosuming were the next topics to be studied.

In the preparation of my classes for BA students, I read several seminal works of the most exciting era of the consumer behaviour research, the 80s and 90s. Reading the works of Um and Crompton (1990, 1992), it was clear to me that potential tourists create complex perceptions of travel and destinations in their decision-making processes, based on two different dimensions (Um & Crompton: 1990, 1992):

- Facilitators: attributes of the destination that tourists believe will help them satisfy their specific motivations;
- Inhibitors: attributes that are not congruent with their motivations and that may negatively influence their decision-making.

The facilitator factors are the most studied in tourism literature, especially travel motivations and destination image. Those were very important in shaping consumers' behaviours, but were already well covered by past research (e.g. for motivations: Baloglu, 2000; Beard & Ragheb, 1983; Crompton, 1979; Dann, 1981; Fodness, 1994; Gnoth, 1997; Goossens, 2000; Iso-Ahola, 1982; Mansfeld, 1992; Pearce & Caltabiano, 1983; Ryan & Glendon, 1998; Yuan & McDonnald, 1990) (for destination image see Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999; Chen & Tsai, 2007; Chon, 1990; Crompton & Ankomah, 1993). The inhibitor factors were less studied in the literature; specifically perceived risks were a neglected area in tourism literature with the exception of some brilliant and pioneering works (Cheron & Ritchie, 1982; Rohel & Fesenmaier, 1992; Sönmez & Graefe, 1998).

In fact, tourism is a global and highly dynamic sector, so it is particularly sensitive to negative external factors, which cannot be controlled by managers most of the time, and which can cause profound changes in markets. Tourists may feel less secure in their travels due to a multitude of risks that can affect purchasing and consumption decisions, and at their limit, they can even make the desire to travel unfeasible because of those risks that usually are not real, but perceived.

Another seminal work (Sönmez & Graefe, 1998a), called my attention to the effects of terrorism in tourism. My generation witnessed several terrorist attacks worldwide, however, 9/11 strongly effected our sense of safety, especially when travelling. Unfortunately, in the coming years, terrorist attacks targeting civilians travelling were commonplace around the world. At that time I was deciding the topic for my PhD, and

naturally, I chose the influence of terrorism on travel decisions. We were at the end of the 2010s and in order to study the topic, I contacted several researchers in the terrorism area and also in the military and armed forces dealing with the phenomena, of course mainly male. You can imagine their reaction to seeing a young women dealing with this sensitive topic.

Since then I have never stopped studying how terrorism risk affects the tourism industry. After finishing my PhD in 2010 and publishing several works on that topic, my post-PhD project also focused on the influence of terrorism on tourists and organizations in the EU, in a decade in which terrorism events were so frequent in the old continent, especially in tourist sites. And after finishing my post-PhD project, a pandemic came and disturbed our normal lives – by the way I was due to travel in Italy in February 2020. So, another major risk disrupted lives and travelling and I decided to focus my attention on this topic (well, as we all did, right?). I collected data from 74 countries, edited a book and wrote several works on the effects of COVID-19 on mobility and travel.

And just when I was about to return to my research area of terrorism, a war broke out in Europe, menacing the recovery of the tourism sector. Again, real life led me to a different area of study: how will the conflict that is being broadcast in real time globally affect our desire to travel in a totally different world?

Future Research

I am learning that risks are a never-ending story to tell and study in tourism. We have to learn how to live with risks and crises that are more and more frequent and challenging. So, In this sense, I am currently coordinating a book for Emerald Publishing on tourism and safety with the aim of bringing together works on the various types of risk that affect tourists: cultural, psychological, physical, social, organizational and satisfaction risk, crime and violence, wars and political instability, accidents, natural disasters, terrorism, health and hygiene. At a time when there are several crises that put the tourist industry to the test, this book aims to present an analysis made by researchers from around the world and will help public and private managers to understand the complexity of the factors that can affect consumers.

In the area of terrorism, I intend to understand the effects of those crises in Europe: i) what the real effect of fear of terrorism is on citizens' activities and behaviour, specifically on people's daily lives, including mobility, activities and decisions; ii) what institutions we count on to feel more secure; and iii) what measures we consider fundamental to have more security. Also, I am exploring the internal factors that can affect tourists in the presence of fear of terrorism, such as the generation of travellers, their gender, country of origin and cultural background. These studies will help the European Union (EU), governments and organizations in creating effective security measures and crisis plans to ensure that policies and regulations meet the needs and expectations of citizens and organizations in the context of a terrorist threat.

Finally, I carried out several studies in the last year and a half on the impact of the COVID-19 pandemic on daily life, tourist behaviour and the degree of acceptance of citizens regarding the restrictions imposed by governments. In this context, and taking into account that the pandemic is still there and others are about to come, I want to study: i) how men and women perceive the risk caused by the disease and the impact it has on their decisions; ii) how the culture of the country of origin influences the perception of health risk; and iii) the differences between citizens of different generations about the future after the pandemic. These studies aim to help destination managers and tourism organizations to create resilience strategies for an increasingly uncertain future.

The latest project focuses on the impact of war on tourism. At this stage we are collecting data with a questionnaire in 20 languages, including Russian and Ukrainian and we already have more than 5000 responses. It is crucial to focus on the impacts of the new geopolitical reality on citizens' perceptions of daily life and travel plans.

Some advice to future researchers

If I learned one thing in my life, it is that in tourism, it is possible to study so many topics and so many

phenomena, there are so many perspectives, and there is so much more to study! So, here is some advice for young researchers:

1. All background areas can be useful to study tourism.
2. Never think that there is no interesting topic to study in tourism. You just have to look and travel around and you will realize that there is so much to explore!
3. Go back to basics, read the seminal works of the authors that shaped the research in tourism.
4. Do not study only what is interesting, but especially what is useful. Put yourself in the shoes of managers and think, how can I help with my research to discover new ways of solving problems and crises?
5. Before deciding the study topics, identify the gaps, the solutions that are needed, and then you will find the most interesting themes to explore!
6. Always think about the solutions, never focus on the problems!
7. Be persistent! You will face lots of setbacks, rejections from journals and difficulties, but at the end of the day, alll those experiences will make you stronger!

Among interesting topics to explore, besides the obvious risks of terrorism, crime and violence, health and higyene, and wars, another phenomenon that is important to analyse in the literature on risks in tourism, natural disasters and catastrophes are an issue that is more and more present in a world heavily affected by climate change. Tourism is one of the major factors responsible, so understanding how this affects tourists' behaviours and how tourists can help to avoid their own negative impact in the environment is a major issue to continue to analyse. Studies on psychological risks are few in the tourism literature. The issues regarding the fears and negative impacts of anxiety of travellers that are faced with overloaded tourism sites, where they find pollution, degradated and vandalized spaces and local residents that show their rejection of tourists that are seen as invaders are a phenomenon that should be studied more. Social risks of young tourists that are more and more influenced by social status and ambitions regarding image are important areas of study as well. In a time when we face a culture clash between the so-called Western and Eastern cultures, it is crucial to understand the risks of culture in tourism and, more importantly how tourism can help to achieve peace and understanding.

And this is how real life can shape our research interests. In fact, the path in real life is shaped by your readings and travels. Your research will reflect it and that can be your future!

Best Regards,

Cláudia Seabra

Universidade de Coimbra, Portugal

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195. Carta de Rocío del Carmen Serrano Barquín

¡Hola futuras investigadoras en turismo! Soy una mujer meztiza de 68 años de edad, separada, con tres hijos y tres nietos. Nací en 1953, el año en que se otorgó el voto a la mujer en México; no obstante, el papel de las mujeres en la sociedad mexicana correspondía más al siglo XIX que al XX. Cuando las mujeres terminábamos de estudiar la secundaria, las que estudiábamos, teníamos tres opciones, estudiar para maestra de preescolar o primaria, enfermería o secretaria. Pero a mi no me gustaba ninguna de las tres, entonces, una prima me dijo que estudiara la preparatoria y tendría tres años más para decidir lo que quería estudiar. Así, en 1968 me inscribí en la prepartoria, y fue el primer año, a decir de mis profesores, que había tantas mujeres inscritas.

Al terminar la preparatoria elegí el Instituto de Humanidades, donde se ofrecía la carrera de Geografía, entre otras opciones. Cuando cursaba el segundo año me casé y tuve a mi primer hijo. A pesar de las dificultades que esta nueva condición representaba, decidí continuar mis estudios, pero debía cumplir con las obligaciones que como esposa y madre me correspondían. Yo creía que ése era mi papel y era lo que se esperaba de mi; además, mi esposo también así me lo confirmaba constantemente. Cuando terminé la licenciatura en Geografía, le dije a mi esposo que quería trabajar, él era el jefe de familia y él tomaba las decisiones, yo tenía que pedirle permiso de todas las actividades que quería hacer fuera de casa y finalmente accedió a que trabajara, pero debía ser únicamente en la mañana, para que en la tarde realizara mis tareas domésticas y cuidara a mis hijos.

Todos los empleos que encontré eran de tiempo completo, así que no los podía tomar. Fue entonces que un compañero de la universidad me invitó a dar clases en la escuela preparatoria de la Universidad Autónoma del Estado de México (UAEMex). Era 1975 y así empezó mi carrera académica, los primeros años me dediqué únicamente a impartir clases; pero siempre tuve el sueño de seguir avanzando. Quiero aclarar que no todas las mujeres de esa época eran como yo, había mujeres más liberales y que se desenvolvían sin las limitaciones que yo aceptaba. A los 35 años convencí a mi esposo que me permitiera estudiar la maestría. Obtuve el grado de maestra en Planeación Urbana y Regional en 1991 con felicitación especial.

Para entonces, ya me había cambiado a la escuela de Planeación Urbana y Regional y fue cuando empecé realmente a investigar en torno al ordenamiento ecológico del territorio y la sustentabilidad.

Por motivos personales, en 1997 me cambié a la Facultad de Turismo, en donde fundé con mis alumnos de maestría Graciela Cruz, Romano Segrado y en especial Armando Enríquez, la primera revista científica especializada en Turismo de México: *El Periplo Sustentable*, era el año 2000; con el tiempo, lograríamos transformarla de una revista arbitrada en una revista indizada y reconocida a nivel internacional. Actualmente, con el apoyo de Daniela Palmas y Ambar Arango, mantenemos su calidad y prestigio.

En el 2003 tomé la decisión de separame de mi esposo y estudiar el doctorado en Ciencias Ambientales, en cuya estructuración participé como representante de la Facultad de Turismo y Gastronomía, pues es un programa en el que colaboran cinco facultades de la UAEMex, con sede en la Facutad de Química. En el 2006 obtuve el grado de doctora con Mención Honorífica.

Como pueden observar, mi vida no fue cómoda, tardé mucho más que la mayoría de las mujeres en obtener el doctorado (a los 53 años), pero siempre tuve en mente hacer mi mejor esfuerzo en todas y cada una de las fases de mi vida y siempre tuve personas que me apoyaron a seguir adelante, desde mis padres que me ayudaron en todos los sentidos, mis hermanos que siempre han estado a mi lado, a mis hijos que son el motivo que me mueve a hacer lo que hago y mis compañeros y compañeras de trabajo que confiaron en mi y me dieron responsabilidades que yo misma, en ocasiones, pensé que no podría cumplir. Por eso siempre trato de apoyar a mis alumnos, pero en especial a mis alumnas, porque todavía hoy, persisten la intolerancia, la subordinación y la violencia.

Hay muchas cosas que podría decirles a las futuras investigadoras, tal vez las más importantes son que nunca dejen de soñar en ser mejores y que son capaces de llegar hasta donde quieran llegar, que es posible compaginar la vida personal con la profesional y que siempre deben pensar en si mismas y en los demás, que sus investigaciones ayuden a otras mujeres a salir de la pobreza y la marginación.

Considero que el turismo puede ser un verdadero instrumento para alcanzar el desarrollo, en especial nuestra propuesta de Turismo Armónico, que considera al turismo como otra forma de pensar y hacer turismo, como un derecho humano al que todas las personas deberían tener acceso, desde las más ricas a las más humildes, el turismo también puede transformar la vida de las personas con experiencias valiosas y empoderar a las mujeres y a las comunidades que participan de esta actividad y fenómeno social.

Todavía hay mucho que hacer, mucho que explicar y mucho que transformar, tomen en sus manos su futuro y el de las personas a las que puedan tocar a través de la investigación del turismo. No olviden los valores que deben regir nuestra vida personal y profesional, respeto, honestidad, empatía. Considero que el conocimiento se construye de manera colaborativa y a partir de la reflexión y la discusión que sólo se da al colaborar con otras colegas, así que trabajen en equipo.

No se detengan, no importan las dificultades, no dejen de soñar, el futuro les pertenece!!!

Rocío del Carmen Serrano Barquín

Universidad Autónoma del Estado de México, México

196. Letter from Pauline J. Sheldon


Dear Women Tourism Researchers

You have chosen a truly fascinating topic to research. When I started studying tourism from an economic perspective 40 years ago, I had no idea of the multi-faceted, complex and cross-disciplinary nature of tourism. Therein lies its richness. And as a woman you can bring different and more nuanced perspectives that complement those of our male colleagues. As I look back over my career I am amazed at where this work has taken me, both intellectually and geographically. I hope you experience a similarly meaningful and satisfying journey as a woman researcher. Here are a few tips that might be helpful as you navigate your future.

Have meaningful, juicy conversations about life, tourism and research with your colleagues. I feel as though my most meaningful work arose out of deep conversations with good colleagues that pushed the edge. Conversations that asked the big life questions and stretched the mind. Conversations about what tourism really is and what relevant research is needed at a meta-level. Make sure you seek out people you can have these conversations with and don't be shy about initiating them. Connect and collaborate as much as you can. Such interactions made my research journey so much more enjoyable and meaningful. Nourish the collegiality of other creative researchers, and help others along the way. Learn from other researchers but don't be overshadowed by them.

Keep up with disciplinary theories and research methods. Keep current with theories and research methods from at least one discipline allied to tourism, whether it be psychology, economics, sociology, geography or management science. Read in these journals, be sure to keep current with new theories, methods and topics. Find co-authors there if you can. Do not allow yourself to be isolated only to tourism research.

Focus your research and become an expert in two, three or four areas. Don't spread yourself too thinly across many topics. How to choose the areas to work in? One of my mentors once advised me to create a Venn Diagram of my research areas and/or skill sets or those I was interested in. I am so glad I did – it helped me to focus my work. As a hypothetical example, the Venn diagram below shows three research/skill areas:

economic modelling, sustainability and island communities. The advice was to work in the areas of overlap because these define your special expertise (e.g. economic modelling of tourism in island communities, or sustainability in island communities, or economic modelling of sustainable tourism). The area where all three overlap is the sweet spot and represents your unique set of skills and interests. Focus here and you will become an expert in an area that probably no-one else is working in.
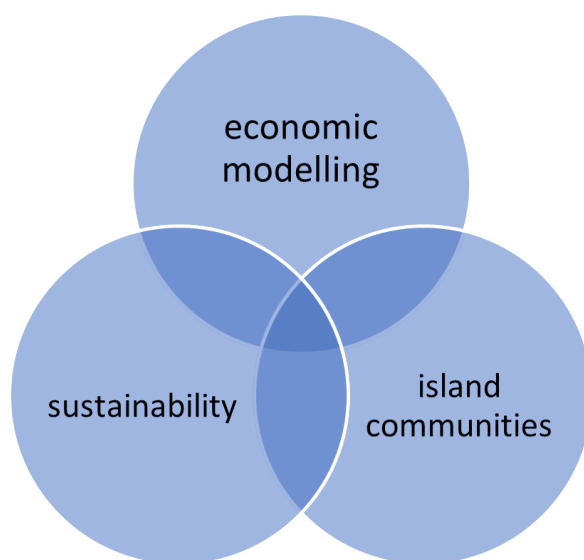
Find a research partner. A big part of my success has been the people I have worked with. I am grateful for their contributions to my career as co-authors and friends. I was lucky to find co-authors with good research chemistry and similar approaches to research. I found a couple of colleagues who were more than just good researchers to work with. They saw potential in me that I did not see, and actively inspired me to do my best work. They challenged me to do things I would never have done alone. Find yourself someone like that if you can, and let them bring out the best in you.

Push the edge of your own touristic experiences. I always felt that I could not research tourism unless I was out there experiencing it at the edge. Between the ages of eleven and seventeen old when I was living in England, I spent each summer with a family in another European country. Immersed in the family's culture, language and life patterns I learned so much. Afterwards I was never satisfied with a typical tourism experience. I wanted something on the edge, something that satisfied my curiosity about cultures, languages and the specialness of place. Good tourism research is not desk research, it must be sparked by first-hand experiences.

Know Yourself and Trust Yourself. Write what is truly meaningful to you; what resonates with you. Do not think only about what is likely to get published (although junior researchers cannot totally ignore this). Know your talents and uniqueness and stay true to yourself. You have a unique perspective based on your life experiences, your education and your skills. My best experiences were later in my career when I finally trusted myself enough to bring my whole self to the research – my heart, my mind, and my soul. This is the real potential that women bring to tourism research – the tendency to be more in touch with our holistic and intuitive selves.

Take care of yourself. Looking after your own emotional, physical and mental wellbeing is fundamental to a good career. If you are stressed out and exhausted you will not do your best work. For me, meditation, yoga and breathing practices of the Art of Living Foundation have been my sustenance for decades. I practice every day no matter what. For you it may be something different: running, swimming, getting out in nature,

music, art, whatever it is – nourish its presence in your life. Find something that keeps your body healthy, expands your mind, and makes you feel lighter and stronger. Find something that dissolves time and gives you a feeling of being in the flow of life.

Pauline J. Sheldon

University of Hawaii

197. Letter from Harng Luh Sin

Dear Ladies,

When I was pregnant with my first child during the final year of my PhD, I was told/warned/advised/woefully sympathized on – I was never going to complete my PhD now that I was going to have a baby. "Such a pity", I once overheard. And indeed, I too knew of too many examples of derailed PhDs even without all that negative commiseration. Surely, this must be the end of my academic career.

But. I did complete the PhD. I submitted my thesis for examination exactly one year after my child was born. Within that same year, I received two scholarships from my alumni, National University of Singapore (NUS). The first was to sponsor the rest of my PhD, and the second was to sponsor my postdoctoral fellowship in the following year. These also assured that a tenure-track job awaited me at NUS upon the completion of my postdoctoral fellowship. For these I am grateful, for I was given the shelter and stability that allowed me to tide through the roughest years when my children were little.

But the roughest years are still these that we are now in – these covid-19 pandemic years. And again, I am grateful, for throughout this all, my wonderfully nurturing, supportive and understanding colleagues and students from Sun Yat-Sen University, School of Tourism Management sheltered my heart and showed me the magnitude of graciousness and togetherness that an academic family can be.

To those that believed in me, urged me on, gave me support, never let me give up, and always had a kind word or some chocolates to share – you are why I am still here. Thank you.

And to everyone reading this:

Seek those that allow you to stand tall and raise you up to become more than you can be.

And when you grow to become a pillar in this academic world – become the mountain other women can stand on, become the shelter for other women in stormy seas, become the reason why other women persist and prevail, and become the kindness the world needs.

A long time ago in one of my last undergraduate examinations, I wrote in an essay about how I believed that the Geography (my home discipline) and the Social Sciences is about critically studying and teaching issues that were socially relevant and addressed social justice. Now, almost two decades later, having been thoroughly grinded by academia and challenges in life, I would say,

I am not done yet.

You and I.... *we*, are not done yet.

Cheers,

Harng Luh, Sin

Singapore Management University, Singapore

198. Letter from Jennie Small

Dear Future Women Researchers,

Welcome to the field of tourism studies. I hope you find your position in this field as stimulating and fulfilling as I have. It is many decades since I first engaged in tourism research and my interest has not waned. I found my niche in a field that I loved and have been privileged to work with many wonderful scholars. I cannot speak for all universities, but when asked about the positive aspects of university life, academics in English speaking countries often cite 'the freedom'. For some this might be freedom to teach and research in areas of interest – in Tourism Studies the opportunities are endless for finding a subject area that stirs your passion as the field is so broad. The freedom to choose where and when to work is also mentioned (at least in my experience, most academics are not restricted to a 9-5 job in the office). This flexibility can certainly be of benefit in managing other non-work duties. Nonetheless, academics can also be said to *lack* freedom. Our workloads can seem excessive. Our academic duties can easily encroach on weekends, evenings, holidays. I recall striking up a conversation with an English tourist in a food market in Madrid a few years ago when on my way to the Critical Tourism Studies Conference in Majorca (and yes, such a privilege to attend international conferences). It turned out she was a school teacher. We started discussing work and she made the comment that, as a school teacher, 'you were never good enough'. The same could be said for university academics. There is always something more you could/should be doing. On top of teaching and administrative demands, there is no end to the reading, researching, and writing you *could* be doing – no end to the publications you could be producing. And, as with any job, there are also the non-work demands of family and friends which come one's way. I certainly have stumbled along, feeling my way, trying to balance the demands.

I am not sure how qualified *I* am to give advice but... here goes....

- Find research areas that are meaningful. Hopefully, you will still be immersed long after your research has been published.
- Become informed. Expand your knowledge by exploring other fields of study and disciplines There are no magical boundaries to knowledge.
- Keep up to date with the literature but don't dismiss the earlier writings. Because a publication is not recent, it does not mean it is out-dated.

- Have an understanding of the history of travel and tourism – how we got to where we are today.
- Travel yourself, experience tourism so you can speak with authority. I have always been amazed at tourism academics who have little interest in being a traveller or tourist themselves.
- Be curious and question – an essential requirement for a good researcher.
- Don't be afraid to admit what you don't know.
- Be critical and challenge ideas. Speak up when you disagree with what you read or hear – although not always easy in the early stages of a career.
- Make the world a better place through your tourism research – if only in a small way.
- Try to maintain work-life balance along the way. Life is short. It is a cliché but children *do* grow up fast. Parents age. Friends may move away. And we can't get that time back.
- Be kind and generous to yourself. Don't beat yourself up – perhaps you made that work deadline but not the required cupcakes for the school fete (or vice-versa). Easier said than done, I know. Women's guilt!.
- Seek out like-minded colleagues who provide support and inspiration and with whom you can be yourself. Friendship and collegiality in the workplace are important. There are many ways that women can feel alienated from the patriarchal culture of the university which values rationality, competition, rankings, and individual success. However, friendship in the workplace (within or between universities) can allow women to feel validated, relaxed, respected, included, and intellectually and emotionally safe*.
- Finally... and overall, enjoy your work, your colleagues, and have fun! Life is short.

I hope the above list is not too overwhelming and exhausting to an Early Career Researcher who is more than likely already exhausted and overwhelmed. My own academic career was one of juggling and trying to find a path through all the conflicting and confronting demands. My time in academia has not been perfect and there are regrets but, overall, I feel fortunate in the opportunities I have had. I always enjoyed going to work. I am now 'retired' from my salaried position but still engaged in research and writing. A privilege of academic life is that you can continue your interests but say goodbye to the more tedious parts of the job.

Today, I see a generation of young women as Early Career Researchers who are well informed, talented, and confident. Have faith in yourself and enjoy your tourism academic journey.

With my best wishes for your future,

Jennie Small

University of Technology Sydney

* Small, J., Harris, C., Ateljevic, I. & Wilson, E. (2011). Voices of women: A memory-work reflection on work-life dis/harmony in tourism academe. *Journal of Hospitality, Leisure, Sport and Tourism Education*, *10*(1), 23-36.

199. Letter from Melanie Kay Smith

Dear Future Generation of Women Tourism Researchers,

As I write this letter to you, I am 50 years old and I have been a Tourism Researcher for the past 22 years. I have two sons aged 15 and 11 and I live in Budapest with my Hungarian husband. Both my place of residence and my choice of career were something of a surprise to me, because I studied French and German at Oxford University for my first degree, as I have always loved and had a fascination for languages and I also studied some Italian and Spanish. When I finished my degree, which was quite a traditional one focusing on literature and high-level translation, I honestly had no idea how to make the transition to the world of work! Like many students, I had worked during my summers in cafes, bars and restaurants and I had taught English as a foreign language in my home town and during my University year abroad. Therefore, it seemed a logical choice to head back to France (the beautiful town of Nice on the French Riviera) and teach English as a foreign language while I figured out my career options. One of my regrets is that I knew almost nothing about business, economics and politics, despite having attended one of the best Universities in the world. I had cocooned myself in a wonderful world of literature, language and art for several years. One of my advantages, however, was that I had attended an all-girls' school in my home town from the age of 11 to 18 and there I was taught that women can do anything and achieve everything, which stood me in very good stead. I was self-confident and never intimidated by men (even though I hardly met any during my school days!). I was very respectful of my inspiring teachers and University lecturers, but I never felt constrained by hierarchy, even if it was deeply patriarchal. Actually, I did not even realise that the world was sexist until I started work and had my children!

This leads me to the first of my recommendations for young female researchers. Be confident and do not be intimidated by anyone. It is possible to be respectful and confident at the same time. It is not necessary to be arrogant or cultivate a large ego to succeed, but you can find your voice and express yourself in a polite, friendly and ideally, humorous way. You do not need to cut others down to make yourself look better, but sometimes you need to be bold and to push yourself forward. Later in your career if you have a family or feel burnt-out, you will have to learn to say no to tasks that you cannot manage and you need courage and confidence to do that.

While I was in Nice teaching English, I realized that I wanted a career that combined culture, language

and travel and this was the moment when I decided to do a Masters in Tourism Management at the University of Surrey. This helped to fill the gap in my business knowledge too as it seemed impossible to move beyond language teaching if not. I had a fantastic year there and specialized in Cultural Tourism for my Thesis research, which was a niche subject and a relatively new area of research at that time. Following a frustrating year of temporary work and low salaries in London, my dream job came up at the University of Greenwich in London helping to establish degrees in Cultural Tourism, Heritage, Museums and Arts Management. Armed with only my Masters degree and some language teaching experience, I somehow beat 5 other candidates to the job.

I was very lucky with my manager and mentor Sue Millar who was a truly inspiring woman. She was one of the only females in a senior position at that time and she had established innovative Heritage Management programmes. She was extremely supportive and encouraged me to write my first book *Issues in Cultural Tourism Studies* (which later ran to three editions) early in my career in 2003. Without her, I may not have had the courage to do it alone. She also prompted me to undertake a Post-Graduate Diploma in Higher Education followed by a PhD. It was tough doing a PhD while working full-time and I had my first son during the last year, so the process took me almost 9 years.

In addition to Sue Millar, I met another inspiring woman leader Heli Tooman from the University of Tartu, Pärnu College in Estonia in around 2008 at a conference in Belgium. She was Head of Department and very active in Estonian tourism at national level, as well as being a researcher and author. Heli asked me to help her develop a Masters in Wellness and Spa Service Design and Management. By then, in addition to my cultural tourism research, I had started to become quite involved in research on wellness tourism with my dear friend and colleague Dr Catherine Kelly (I was an avid practitioner of yoga by then, which had changed my life). Thanks to Heli, who has also become one of my dearest friends, I have been visiting lecturing on the Masters programme that we developed ever since.

This leads me to my second recommendation for women researchers – try to find and to be a great female mentor. I spend a lot of my time trying to help and inspire younger female researchers now. I value and enjoy our collaborations. Again, there is no place for arrogance and big egos in mentoring. I never put my name on papers that I do not author and I certainly do not put them below those of my younger colleagues if they do more of the work. Many young women ask me how I managed to combine children with academic life and research. I do not lie to them and tell them that it is easy (juggling family and work is the greatest challenge that I have faced, especially in a foreign country where I had to learn my fifth language). What I tell them is to put their research first or it will never get done. Of course, teaching, administrative tasks and emails will always be there but they also never end. Therefore, you must prioritise research at least once or twice a week (even while your baby is sleeping or with one toddler on either side of you watching a Disney film!). Ideally, do it early in the day or late at night and remove all distractions including your emails, telephone and social media.

I met my Hungarian husband (the creative and entrepreneurial Dr László Puczkó) in the late 1990s at a Cultural Tourism workshop in Poland. However, we did not get together until the early 2000s and I did not move to Hungary until 2005. My curiosity as a linguist and afficionado of cultural tourism and heritage drew me to Budapest. Sometimes we are not sure that we made the right decision (mainly for political and economic reasons), but here we still are with our bilingual sons. I have managed to continue my research here despite never really being in an environment where research was valued or encouraged that much. I have always loved writing and find it very creative and therapeutic, so I was happy to do it on my non-teaching days or in the evenings and at weekends. However, all academics in Hungary have to do other work to supplement their low salaries, so it can be incredibly challenging to combine a full-time job, additional part-time work, a family and research. I think that the quality of my research suffered because of time constraints and I focused too much on books and book chapters because they fulfilled my love of writing and were less labour-intensive than journal articles. I have rectified this in recent years, but I still do not say no to books, especially if it means collaborating with interesting people.

This leads me to my third recommendation for female researchers. Do what you enjoy! We are often forced to take on projects and papers that eat into our personal time and family life quite considerably. I always tell my students to choose a Thesis subject that they are really passionate about because love of the subject will carry you through the daunting and often tedious process of Thesis writing. Secondly, try to work with people who you like. This is not always possible, but we often have a choice (e.g. projects, papers). I usually choose to work with those people that I would be happy to go for a beer with after work! In addition, I have learnt to select only those people who are reliable and meet deadlines. I have a very linear way of working and last-minute working stresses me out too much.

I was also lucky enough to get involved in ATLAS (The Association for Tourism and Leisure Education and Research) early in my career. I had discovered the work of the great Greg Richards in 1997 and he was Chair of ATLAS at that time. Not only did he validate our Masters Programmes in Cultural Tourism Management, but he also invited me to my first ATLAS conference in 1998 in Crete. I loved this network and it afforded me all sorts of amazing opportunities and collaborations. Eventually, I became the Chair for seven years soon after I had moved the Hungary and my first son had been born. Now, I can't imagine how I managed all of this but I enjoyed it all. I am still involved in ATLAS on the Advisory Board and I am also on the Advisory Board of Trinet which is run by another very inspiring woman Dr Pauline Sheldon. Probably it goes without saying that young female researchers should join and get actively involved in networks. It gives you great contacts, collaborations and a lot of fun. Our academic lives can be so stressful these days, we need outlets in the form of conferences, project meetings and research groups. That is why it is so important to work with people that you like and want to spend time with.

I always said that once I had published in Annals of Tourism and Tourism Management (it took me almost 20 years, by the way!), I would relax and say that I had 'made it' as a female academic. Of course, I have not stopped publishing or researching at all, but I am now more selective and sometimes I think that my wellbeing and the time that I spend with my family or friends are more important than writing yet another paper. This is also an important realization. Your health and wellbeing MUST come first. Perhaps one of my regrets is trying to work so much while my children were young, but the problem is that those are also the career-building years. On the other hand, be aware that you have many years to work (academics often keep working until they are 70+ or even 80), so you can afford to slow down sometimes. I heard a Professor mention 'output management' once, which means spacing out your publications so that you meet the minimum requirement each year. Try to do what I did NOT do and focus on one or two really high quality papers per year if that is what your institution requires. Try to work with more experienced researchers who have published in top journals at first to learn from them. I learnt on the job and often muddled my way through academic life. It was a real adventure and I achieved a lot early in my career because I had to design and run degree programmes as well as teach every subject in Tourism before I even started my PhD. You no doubt already have your PhD so you already know what is meant by good quality research. Use that to your advantage and build first on what you know (your PhD subject) and make a name for yourself. I did this in both Cultural Tourism and Wellness Tourism, but I was more successful in the latter because I was one of the first to do it. Be original, be creative, be bold, be confident, and above all, be yourself. Choose your collaborations carefully and focus on what you love doing with people you really like. Look after your wellbeing, say no whenever you need to and try to have fun. That is my formula for a happy and healthy academic career!

Dr Melanie Kay Smith

Budapest Metropolitan University, Hungary

200. Letter from Rodoula H. Tsiotsou

Dear early-career women tourism researchers,

Instead of giving you advice, I would like to share some of my experiences and identify some critical elements that you could consider so you can become a respected researcher and scholar in academia.

I have been a researcher over the last 16 years, and I still have the same **enthusiasm, passion, and love for research** as to when I started my academic career. Before I entered academia, I worked in the business sector for ten years. While I enjoyed my work at a marketing manager, one piece was always missing: research! I discovered research as an undergraduate when I decided to do a research thesis and spend one year collecting and analyzing data. During my masters' degree, I preferred research assignments while when I was studying for my Ph.D. I realized my passion for research. Research is part of my life, and often people out of academia recognize this as an aspect of my personality. I always critically analyze what I see and hear, and I am interested in exploring new ideas and finding solutions to problems through research. Due to my devotion to research, I have established a marketing research laboratory, MarLab, at my university, so I inspire undergraduate and graduate students to get involved in research and empower Ph.D. candidates and early career researchers.

Moreover, I always wanted to have a comprehensive understanding of the research process. To develop as a researcher, I focused on enriching my knowledge on theoretical developments as well as on research methodologies and analyses. By having a comprehensive understanding of research and its processes, I felt I could be a "complete" researcher and not a "handicapped" and "vulnerable" one. **Research literacy and autonomy** are very important because my knowledge and devotion to research empowered me and helped me a) keep intact my academic integrity and reputation, b) remain loyal to my values and principles, and c) feel good about myself and the choices I made. Thus, when I was pressured, blackmailed, or bribed, I had the strength to say No! I think my "Nos" determined to a large degree my career and the person I am today! I have not regretted any of them! Sometimes, I feel I should have said a few more "Nos".

In addition to passion and knowledge about research, **organizational/managerial skills** were critical as well. Strategically selecting, planning, executing, and evaluating my research projects helped me be effective,

efficient, and save time. Again selecting co-authors and research projects to work on required several "Nos" from my part: "No" to research projects that do not interest me; "No" to research projects that do not have any new to add to the literature or do not provide any solutions to real problems; "No" to co-author(s) who did not respect my work; "No" to co-author(s) with no research knowledge, skills, and ethics; "No" to co-authors who wanted to "use my name" without asking me to contribute to the research. At the same time, I was happy to say "Yes" to: a) young scholars and help them understand research better or inspire them to open their minds in a research topic; b) co-authors who helped me as a student and early career researcher, and were willing to collaborate with me at an equal basis; c) co-authors sharing a common passion for research; d) co-authors with whom I could enjoy and have fun during a research project.

I believe that we are **doing research to improve our society and build a better future for the next generations.** Thus, with **our research, we need to create a just and inclusive society while securing sustainability.** In this direction, our research should help achieve **Gender Equity.** Gender equity is a civil right that all of us should support and try to achieve. During my career, I have always tried to support and empower women researchers, especially young ones. Tourism needs women to write new theories and more women to conduct research. Thus, tourism research should address gender equity issues and focus on solving inequality and exclusion problems. Tourism needs women in academic associations and governmental bodies to influence policymaking and reflect their perspectives.

I always remember the people close to me on this beautiful journey. **I am very grateful to all my university professors and colleagues for their kindness and generosity.** These people inspired, guided, and helped me in developing my career.

I wish you all a bright future!

Best wishes,

Rodoula H. Tsiotsou

University of Macedonia, Greece

PS: I would like to congratulate Sara Dolnicar and Antonia Correia for this great initiative and thank them for the honor of inviting me to contribute to this book. All of us are grateful for the effort and time they invested in this book and for empowering and inspiring female scholars in tourism!

201. Letter from Lindsay Usher

Dear Future Women Tourism Researchers,

I would like to share a story from my field research for my dissertation with you. I believe this story has some valuable lessons that other women might appreciate. I have changed people's names to protect their identities. I was living on the Pacific Coast of Nicaragua for several months studying localism (the territoriality of local surfers) in a small indigenous community that was gaining a reputation as a world-class surf tourism destination. One day, about three weeks into my field work, I carried my surfboard the 1 kilometer across the salt fields, across the questionable bridge over the river, through the mangroves, and to the beach as I had done many times before. A swell was supposed to arrive that day, and I had brought my camera to take pictures of the surfers. On my way, I encountered a local surfer who lived next door to my host family. We introduced ourselves to one another and chatted about how Nicaraguans measured waves. When we arrived at the break, I told him I was going to wait until the tide came in more before paddling out. He headed into the water. My small digital water camera did not have a very good zoom lens on it, and so I set my board down on the beach and walked into the water to try to get some better pictures. I picked my way around the rocky reef and finally found a stable perch from where I could take pictures. I took some pictures and then stepped off the rock to walk back on to the sand. As I stepped down, something pinched my foot. At first, I thought it must have been a crab. However, as I walked out of the water, I noticed that my foot was bleeding profusely, and the pain was getting worse and worse. Having been pinched my crabs many times before, I knew these were not common symptoms. "Sting ray" was the next creature that crossed my mind. My next thought was, "Aren't these things poisonous? At least it wasn't in my heart like Steve Irwin!"

There was not much infrastructure at the beach, but there was a small parking lot and a large rancho where people hung out to watch the waves. I limped up the stairs to the rancho and encountered some Americans who asked what had happened. One guessed urchin, another guessed sting ray, and I told them I thought it had been a sting ray. They told me to sit down, and I asked if anyone had a first aid kit and one man suggested hot water, another suggested vinegar, and an older man poured fresh water over it. One of the men, let's call him Matt, told me to get in his vehicle and they would take me to the place where they were staying. They said one of the Nicaraguan employees (a local surfer who I also knew – Alejandro) might know what to do. After much ado, they finally got in and drove me to the lodge. Throughout this entire time, I

was yelling and cursing because of the pain. Another man, Steve, was being a jerk much of the time, saying things like, "Oh you'll be fine! Hurts like a bitch, doesn't it?" As I was waiting for everyone to get in the vehicle, I saw him place a small voice recorder in the center console. "Are you kidding me?" I thought to myself. I am pretty sure he was trying to record my screams, but he later realized the device was not turned on, much to my relief. On our way to the lodge, I told them what I was doing there, which they thought was incredible, and I told them I would write about them in my dissertation (they did not make the final version). When we arrived at the lodge, they went in and retrieved Alejandro. He told me that usually people in the community put fire near the wound because they consider sting rays "frozen" animals (they do tend to show up when the water is cold) and the poison in their tails is like ice. Therefore, putting fire near it, or hot water on it, "melts" the ice (draws out the poison). I later confirmed this belief with other community members. So, he boiled some water and poured it on my foot. This process was not nearly as painful as the pain radiating from the wound. Then they put hydrogen peroxide and iodine on it, and then dressed it with gauze and medical tape. We all agreed that I should still go to the clinic and I told the guys I needed to go to my host family's house first to get some money. They had to take one of the guys back to the beach, further prolonging my wait for medical treatment.

When we arrived at my host family's house, I explained what happened and ran in to grab my wallet while the guys unloaded my board. My oldest host sister called my host mom to let her know I was coming; she was already at the clinic with my youngest host sister, who had been dealing with a stomach issue. Steve seemed to think we were just dropping me off at my house (he set down my board with a "I think you'll live"), but Matt knew I needed a ride to the clinic. We headed to the clinic in a nearby community a few kilometers down the road. We even stopped and picked up a local restaurant owner who needed a ride (these guys obviously had never been stung by a sting ray, because they were not in a hurry). My host mom met me at the clinic, I thanked the guys and told them I would take the bus back with my family. The clinic staff took me back, cleaned the wound, and injected it with numbing medication to relieve the pain. They wrapped it up and gave me antibiotics to prevent it from getting infected. As I waited for the bus with my host family, I finally felt like I wanted to cry, but I held back my tears. The pain had been a major distraction and now that it was numb, the reality of my experience was hitting me. I had to stand on the crowded bus all the way back to the house. I took a bucket bath, while crying, and called my parents to let them know what happened. I was upset and incredibly anxious because I knew this would slow my research progress, as I would have to stay off my foot to let it heal, which meant I could not go interview people or conduct observations at the beach.

The day after it happened, Alejandro came by to check on me and he offered to do his interview at that time. I got my recorder out and we did the interview on my host family's porch. I also continued working on interview transcriptions during this down time. After a few days of nursing my swollen foot, and I felt comfortable enough to ride my bike around the community to do interviews again. After about a week, the wound had healed, and I could walk back out to the surf break to surf and conduct observations. Despite this set-back, I still completed all my interviews and documented plenty of observations. This study set the stage for my future research on surf tourism destinations. My research has advanced our understanding of the phenomenon of surf localism in several Central American tourism destinations and the complexities of local, expatriate, and tourist relations in these places as well.

While there are many lessons you could take from my story, I'd like to highlight four:

1. When doing research, you'll run into plenty of jerks, but there will always be kind people who want to help you too.
2. You are stronger than you think.
3. Never stop learning from those around you.
4. Trust in your abilities and you will succeed.

After completing my Ph.D., I wanted to get a tattoo to symbolize my achievement. I knew exactly what I would get. I asked a marine biologist friend how I could find pictures of sting rays from a certain area of

the world. He sent me to a database where I found a sting ray (or skate, most likely a skate was the animal that got me – however few people distinguish between the two in common language) that ranged from Nicaragua to Costa Rica. I took several pictures to a local tattoo artist and the sting ray now lives on my thigh, a reminder of overcoming a hurdle on my research journey. It was also much sexier than getting a tattoo of a giardia parasite (which got me several weeks later), but that's a story for another time!

Lindsay Usher

Old Dominion University, United States

202. Letter from Jane Widtfeldt Meged

Prologue

In 2016 at the tender age of 56 years, I become Associate Professor in tourism at Roskilde University, which ties my professional life into a beautiful bow. My story is intricately linked to my working-class background, to the optimistic upturn in the 1960s, the feminist movement in the 1970s and the globalization that made the world accessible for my generation. All this presented opportunity of emancipation, but also obstacles as I paved my way crossing several borders physically, emotionally, socially, and economically.

It was not written in the cards that I should pursue a university career, when I grew up at Nørrebro a working-class area in Copenhagen, together with my mother then a part-time cleaning lady, my father a black smith and my 2 years younger brother. I could write at length about the long and winding road, instead I will give some selected flash backs.

1972 Mallorca – 12 years old

WAUV first time abroad in my life. A charter tour, to the two star Hotel Bencost in Palma de Mallorca. What an adventure. The warm smell of the vegetation in the streets, the dry wheat buns in the breakfast restaurant, the flirtatious waiters on the leather and liquor excursion, the small pool, the laughing and staying up late as the grown-ups were partying.

This week I can account for in details compared to the other weeks that year. The first glimpse of the excitement of meeting another culture, how it elicits new and unknown sensations and creates detailed memories that stay with you for the rest of your life.

1980 Backpacking in Asia & Australia – 20 years old

Finally, I finish high school – I am the second in the extended family to put on the cap. I have no clear idea of where education eventually will take me, and I only long for travelling and break free. I opt for Asia – a complete explosion of colors, tastes, and cultural diversity – it puts my whole life in context, and I feel empowered. Later onwards to Australia – by plane, by bus, hitch hiking, meeting loads of new people, climbing every sight, conquering new territories. The world is my oyster – but back home then what?

1982 Studying in Perugia, Italy – 22 years old

I still have an urge to travel, but this time vertically. My soul feels at home in Italy. I simply must learn this beautiful language and immerse myself in their unique culture. I save up money and inscribe myself at the University for Foreigner in Perugia, Umbria.   I still have no clear idea of what I want to do "for real", but I feel good where I am. Back home in Denmark a good friend suggests I become certified guide in Italian and English. At the age of 24 I start working with tourists, just as a temporary thing until I make up my mind of what to become "when I really grow up". Meanwhile this is fun, challenging and allows me travel while earning money – what is not to like?

1990 Back into university – 30 years old

UPS what happened? One job led to the next and now I have worked with tourists for six years – Danes, Italians, Americans, Taiwanese etc. – home and abroad – summer and winter. Always on the move and time passes. Until now I have not been able to focus and cross the borders to the academic world in a serious fashion. It is time I make up my mind, and I decide to enter Copenhagen Business School – the pragmatic choice. I have entertained ideas of other directions such as sociology, journalism, art history, political science. However, an all-round business education seems best to wrap my free-lance working life and promise a safer future – I long to settle, but I also long to study.

2000 Camping in Denmark – 40 years old

I am camping with my three small boys aged 0-5 years together with my parents. The boys absolutely enjoy having their grown-ups within reach, while they move freely around making new friends. Happy children – happy mother. My husband is working around the clock in his restaurant. I have finished my master thesis in between pregnancies, maternity leaves, and breast feeding. I rely on my mother, on daycare offers, and I learn to be structured. I only read and write during daytime when the boys are away from home. I never feel tempted to clean, or otherwise procrastinate with domestic endeavors. We have a cleaning lady and I take in all the help I can get and afford, because in the afternoon and evening I am dedicated to the children and I go to sleep early – exhausted. Even if I wanted, I cannot work at night.

In 1999 I get my first job after graduation as Hotel manager in Copenhagen, and I am fiercely proud. However, shortly after I get pregnant with my third child, and I choose to give up my job and stay home for 2 ½ years. A career in the private sector along with three small children and a busy husband is incompatible. I am angry with my husband, and the situation, however he is a foreigner in Denmark, with much fewer job options, and he is fighting fiercely to succeed as well. All my children are wanted if not equally planned, and now structural patriarchy sets me up against the wall career wise– for a while.

2010 Ph.D. in tourism – 50 years old

How lucky I have been to enter university as lecturer at the Tourist Guide Diploma Program. There is a reason why women opt for the public sector, no matter what, it is less stressful than pursuing a career in the private sector to my experience.

They ask me to conduct a Ph.D. in tourism, and this is exactly the challenge I long for. It is not easy, but I apply my usual pragmatic approach, and I only work during working hours. I take in all the help I can get, and I must close my eyes when it comes to cleaning standards. Not too many homemade cakes either – I buy them instead. I also must fight at work to make management understand that I cannot do everything at one time, as I am supposed to conduct my Ph.D. in a part time position doing teaching and administration alongside. After two years they decide to give me a full-time Ph.D. scholarship. I can lower my shoulders and I finish in due time. Again, I am somewhat exhausted – but also happy. I never really get to celebrate myself, because there is always a big celebration for the boys coming up, and they have priority.

2019 Garden party – 60 years old

A tent full of family, friends, and good colleagues. There finally I get to celebrate all myself, and the fact that I am now associate professor heading a Grand Solution Innovation Fund project on Urban Ecotourism. In the tent are the people, who supported me on the road, and the ones I enjoy working with. I have worked with my passions, and I have eventually reached many of my goals. My boys have grown up, freedom is lurking in the horizon along with a pension. What I love the most is to be on the road, to be in process, to move things, change views, challenge myself. If my work gives me this, I get energy, and I am always on the outlook for new adventures.

Epilogue

There are countless tales to tell about the same life, mine could focus more on hardship, jealousy, fatigue, anger, fighting, feeling out place, or reverse happiness, accomplishments, insights, growth, network and beautiful people. To me things have come together with age and if I should sum up my strategy it is to focus on who and what give me energy, and then try to avoid the opposite as much as possible.

Best wishes,

Jane Widtfeldt Meged

Roskilde University, Denmark

203. Letter from Leanne White

At the end of 2020 I retired from the academic world. It was time to hang up the teaching boots.

I had an association with Victoria University (VU) and its former institutions for almost 40 years. My father also worked at Footscray Technical School in the 1940s. I was an undergraduate student and was presented the inaugural E. A. Mollard Student of the Year Award in the early 1980s. Later that decade, I worked at Western Institute in both a public relations and teaching capacity. I was a postgraduate student and casual lecturer in the 1990s. In the early 2000s, I returned to VU as a full-time academic.

During my time at VU, I taught on almost every campus and a few overseas ones as well. Overseas teaching opportunities included Hong Kong, Malaysia, Myanmar, Bangladesh and China. Overseas conferences in Scotland, New Zealand, Taiwan, Hong Kong, Singapore and Turkey were also a highlight.

Like many academics with a long history of service, I had the privilege of working with some wonderful colleagues and incredible students from undergraduate level to doctoral candidates. The research journey was highly rewarding too. As I outlined in further detail in the chapter, I have edited or co-edited six research books and published more than 60 book chapters and academic journal articles.

Over the decades of lecturing, I taught with chalk, felt pen, an overhead projector, a data projector, a document camera, a computer and via Zoom. On my final day of work, I handed back the university keys just metres away from where I had enrolled as an undergraduate student almost 40 years prior! It was a true moment of coming full circle.

Working and studying at VU was a long and relatively enjoyable ride. My quieter life now involves more travel and more time to smell the roses. Other assorted workplaces over the last four decades have included: Monash University (part-time in the early 1990s and full-time from 1996 until 2004), Deakin University (briefly in the 1990s), RMIT University (part-time in the early 1990s), Melbourne College of Textiles (very briefly in the 1990s), the City of Footscray (briefly in the late 1980s) and my very first full-time teaching stint – Bacchus Marsh High School (briefly in the 1980s).

A special thanks to my husband for being an integral part of much of the long journey. I bent his ear far too regularly. However, his sage advice was always absolutely invaluable.

As [my chapter](#) was quite formal and detailed, I will keep this letter brief. What follows are my top ten tips.

1. Develop a Strong Brand

Market yourself in a consistent manner in all settings. Image is everything. Select a photograph that you like and use it in all forms of online presence. I have used this photograph over the last decade (refer Figure 1). Consistency is the key if you want people to remember you. Ensure that you have some key research themes as part of your personal brand.

Figure 1. The photograph I use to create a consistent brand.

2. Upload Publications

Ensure that interested researchers can easily access your publications. While many publications might be available through the journal or book, make sure you upload your research output to a popular website such as Academia.edu (refer Figure 2). Researchers will not be able to cite you if they cannot find your work!

Figure 2. My Academia profile.

3. Monitor Citations

Make sure you set up a Google Scholar account (refer Figure 3). Monitor it every few months and ensure that it is accurate and kept up to date. This is a great way for others to see your citations and provides some indication of how you are progressing in relation to your peers.
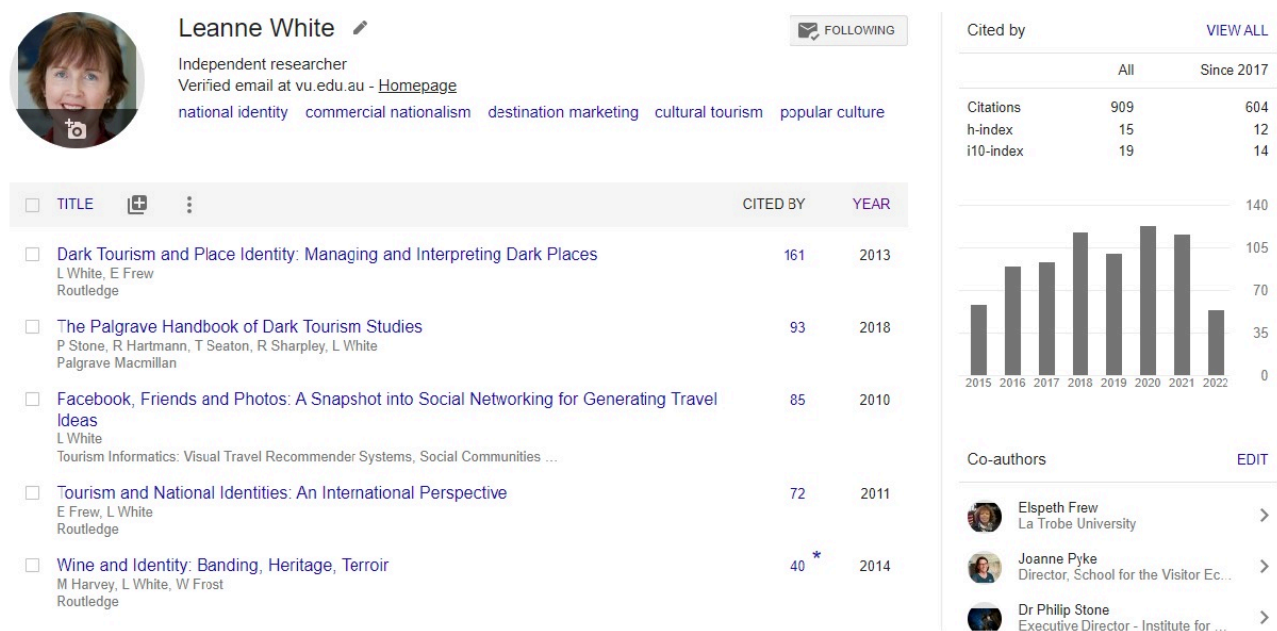
Figure 3. My Google Scholar profile.

4. Find Great Mentors

It is important to find mentors who will help motivate and guide you on the long journey. I remain in touch with my very first academic mentor – Professor John Sinclair (refer Figure 4). Find at least one good mentor and stay in touch with them. The relationship will most likely last a lifetime.

Figure 4. John Sinclair and I.

5. Undertake Professional Development

The importance of regular professional development cannot be underestimated. Many courses are offered by universities and other organisations. I have participated in numerous professional development programs and they rarely disappoint. One program was a Women in Leadership course which ran over the course of a year.

6. Value Colleagues

Become part of a group of like-minded colleagues – either in your organisation or more broadly. A few years ago, I became part of a Melbourne-based group of female academics in tourism, hospitality, events and marketing (refer Figure 5). About a dozen of us get together a couple of times a year. While the topics remain largely general and informal, we occasionally discuss research-related topics and form deeper and stronger collaborations.

Figure 5. Female colleagues in tourism, hospitality, events and marketing.

7. Mentor Others

Mentor and assist junior colleagues. While we can benefit by having a mentor, we can equally learn a great deal when we mentor others. The most obvious people to mentor are our postgraduate research thesis students. The mentoring relationship can often involve research collaboration as it did in the case with former doctoral student Dr Ajay Khatter (refer Figure 6). However, mentoring junior colleagues at a university is also something that can bring great rewards to both parties.

Figure 6. Ajay Kahtter with his supervisors Mike McGrath, Jo Pyke and I.

8. Cherish Students

Make strong connections with all the students you teach. They are an important part of your life just as you are in their life. When I taught postgraduate students, the presenters would bring along food to share with their fellow students. At the end of a semester, I would always throw a party for the class (refer Figure 7). Many students commented that other lecturers never did this. These parties were easy enough to organise and meant so much to so many. A great way to conclude an intense semester of teaching and learning.

Figure 7. Celebrating the end of a busy semester with students.

9. Teach Overseas

If the opportunity arises, teach at overseas universities or present conference papers. As mentioned earlier, I have had the chance to teach in many countries and have thoroughly enjoyed the experience (refer Figure 8). I always take small gifts such as pens and other university branded products for the students and my teaching colleagues. Being an ambassador for your country is a privilege. I have been able to travel and work in countries that I otherwise might not have visited.

Figure 8. The joys of teaching overseas and being an ambassador for Australia.

10.   Never Stop Learning!

The job of an academic or researcher is one where you will never stop learning. While it's not the job it once was, there are very few jobs that provide the freedom and fulfillment of a career where you grow and learn in conjunction with others every day. Enjoy the ride!

Leanne White

Independent researcher, Australia

204. Letter from Alexandra Witte

Dear future women tourism researchers,

Being an early-career academic myself still, writing this letter comes from a point of recent and ongoing lessons I am learning. Some of the advice I wish to give you is, therefore, somewhat aspirational on my part as well. I still hope you will find it useful in some fashion.

Do the work you love. Researching, publishing, and discussing your work should not be a chore. Find areas of research in tourism that matter to you, that you are genuinely curious about, and you will do your best work. Your best work may not always be done fast, it may not even always get the funding you were hoping for, and it may not always align with what your senior colleagues and supervisors suggest you do. Funding is great, publications are important, and we are subject to the rules and regulations of the institutions we work for. However, if we only did the research we receive some external grant for, or which responds 100% to internal departmental metrics of what is or is not worthwhile research, the wider research landscape would be much poorer for it.

Be kind to yourself. Personally, I have met many academics, especially early-career, who have incredibly high expectations of themselves. I count myself among them. Comparing myself to others at similar career stages can be helpful in determining what other opportunities I might want to look into, but it can also be highly misleading and an exercise in self-doubt. Life as an academic does not occur in a vacuum. We have family and friends, life events outside of work, worries, joys, and many other personal circumstances that frame where we can find ourselves as academics at any given time. So, I hope that you will find it possible to be kind to yourself and to know when you can push yourself further and when it might be time to slow down.

Pass on the support that you have had and the support you wish you had experienced. Modern academia can pressure people into only looking out for themselves. With constantly duelling obligations to publish, find grants, teach, grade, supervise and administer, it can be easy to slip into a 'dog eats dog' mentality. Even if you do not, it is always possible that someone in your surroundings does, and you end up on the receiving end of that mentality. These experiences can be frustrating, angering, and saddening. Don't pass that on. Be part of the counter-movement and support others around you in the way you would like to be

supported. More often than not, these people will themselves go on to support others. I have had the good fortune to meet and work with many people in academia who were willing to support, mentor and help me when needed, and I hope to do the same as I go on as an academic.

Love your work but don't live to work. To me, life as an academic has been a case of never feeling like my work was done. I know this is a feeling shared by many of my colleagues. There is always that conference you could be going to, that paper you could be working on, that new research project you could join, that article you could be reviewing. All of these are important and often enjoyable parts of an academic career. As an early-career academic, I have often felt that I needed to take every single opportunity I could avail myself to, either to increase my profile, work on new research, or improve my publication record. However, at the end of the day, working every day for long hours, is not healthy mentally or physically. Sometimes, in order to be a happy (and indeed productive) academic, saying 'no' will be the right answer.

Respect your participants. Much research within tourism involves working with people who are in some way involved or affected by this industry and social phenomenon. In my personal experience, many of the people I have asked to become my participants have been incredibly giving in sharing their experiences, views, and desires. Sometimes, they may be uncomfortable because they may call your own attitudes or behaviours out in ways that were unanticipated. Sometimes, participants will share opinions or behaviours you disagree with. Nevertheless, your participants and their stories should be treated with respect.

I am sure the many letters found in this wonderful publication will be immensely helpful. Coming into academia as a woman at a time where we see increasing calls being made for equal opportunities, where women (and their allies) increasingly work together to make a change for the better, will hopefully be a wonderful experience for you. Take care of yourself and those around you. Be kind. Stay curious.

Good luck!

Alexandra Witte

Hong Kong Polytechnic University, Hong Kong

205. Letter from Emma Wood

Dear future researchers

Before I offer you advice it's best know who it's coming from. I was born in Huddersfield, a post industrial town on the edge of the Pennines in West Yorkshire, UK. As a child I desperately wanted to be a gymnast (preferably Olga Korbut) or a pilot. I didn't have the bendiness or eyesight for either. As an adult I am still easily distracted, with poor attention to detail, and a need to be liked (my co-researchers will vouch for this I'm sure). On the plus side though I think I am relatively calm in adversity and nurturing. I'm not overly ambitious but I do need to succeed.

My move into academia and tourism was pure happenstance. I scraped a degree in Marketing and Engineering worked for engineering companies for two years and then sold up and went traveling. When the two years fun travel time was up I decided a teaching career was for me and did a post graduate qualification in teaching in further education. My first academic jobs were at Bradford College and a college in Bangkok teaching Business Administration. I studied a masters degrees in Marketing Management and one in Statistics and then my real academic life began with a Lecturing job at Leeds Metropolitan University in the Department of Tourism, Hospitality and Events. I've been there ever since.

My worst experience as a researcher was the classic – not turning on the Dictaphone and missing one of the best focus groups I've had. My best experience was the opportunity to get to know the amazing participants in my research with older women.

In terms of challenges, I expect everyone of us has come up against the same issues. For me, up until recently, it was always trying to carve out the time to do my research. In the early stages of my research career I was a single parent of three children under ten. I look back at myself then and wonder how I did my PhD and wrote first book whilst being a Course Leader with a heavy teaching load. I think I just decided that 9pm to 12pm every day would be research/writing time. There was some element of the energy of youth but also I was driven to get to a position where I could do more meaningful research.

Now, to make sure I have time for the important things, I fully plan my diary to include things for me. I block out time for a lunch time walk and never work weekends. I try and get as much done in the mornings as possible so afternoons are for firefighting. This is only possible though as I also work with excellent co-

researchers and colleagues who can relieve the pressure when needed. Nowadays I prioritise home and family over work whenever possible. As much as I love my job it is just a job.

If I were to advise my younger self I'd tell her to learn to relax more, learn to just do nothing sometimes, don't be so driven, don't plan your life so much – things change and often for the best, realise how much you worry your parents and be kinder to them. Find a job you love and stick with it. I am so lucky to have one of the best jobs working with the most amazing people and that makes everything else easier.

Yours sincerely

Emma Wood

Leeds Beckett University, UK

206. Letter from Lan Xue

Dear tourism female researchers,

There are three advices I want to share with you based on my own experience in conducting tourism-related research.

First, **ask big questions.** Since tourism started to become a research field in the 1960s, major disciplines including economics, sociology, psychology, geography, anthropology, etc. became the sources for tourism knowledge. The link between tourism studies and other major disciplines are mostly unidirectional by which tourism scholars find inspirations from other disciplines. Meanwhile, tourism knowledge rarely affects other disciplines. If tourism studies want to maintain a healthy development and to be acknowledged by other disciplines, the best way is to create knowledge that can shed lights on the latter. To achieve it, you should be ambitious to ask big questions that take the tourism field as a research setting and create knowledge that can be generalized to other settings. For instance, you may use tourism settings to explore human mobility, modern culture, consumer behavior, experiential industries, etc.

Second, **leave your comfort zone**. To be able to answer big questions, it is necessary to leave your comfort zone and use unfamiliar research methods if the big questions are out of your expertise. When I began my PHD at the Pennsylvania State University in 2011, I was mainly trained with quantitative research skills, i.e., survey methods and statistical analyses. At that time, I saw the problems of survey methods in tourism studies: small and unrepresentative sample. After learning one semester of qualitative research method, I decided to use qualitative methods for my PHD research. When I obtained my PHD in 2015, big data analytics started to emerge and quickly become the third major research method for social sciences. I felt the need to be familiar with the method and learned Python and SQL on my own. Learning different methods expanded my views and prepared me for diverse research questions.

Third, **enjoy learning as a lifetime journey.** For me, the best thing of being a scholar is to explore the unknown for work requirements, which makes learning a lifetime journey. What is better than this? Reading seminar books and keeping pace with recent scientific progress advance my knowledge and broaden my view. Preparing courses and interacting with students in class help organize my idea in a systematic way. Engaging in industrial practices breaks my knowledge gap between theories and practices. Conducting research experiments my hypothesis and contributes to a better understanding of the world. Therefore, my last advice for you is to enjoy being a scholar and enjoy learning as a lifetime journey. Afterall, the process is more important than the result. "Life is a one time offer, use it well."

Lan Xue

Department of Tourism, Fudan University, Shanghai, China

207. Letter from Emily Yeager

Dear confrere,

I offer you two main insights that hopefully can advise you in a happy, healthy, and sane career as a future tourism researcher.

Family:

Some of you may be wondering, is it feasible to have a family while in academia? YES. Work life balance is a struggle in academia, but it is totally possible (although never perfect). If you are considering the path to parenthood while pursuing the career of academia, there are two actions that you can take to make achieving this goal easier.

1. First, make an appointment with your institution's human resources (HR) department to discuss your options for maternity leave. Each institution, state, and country differ but ultimately, HR will be a great place to start as they will know your options by heart. It is their job. At my institution, I was offered a pause on my "tenure clock" during my maternity leave. CAUTION, if you can avoid it, try not to view maternity leave as an opportunity to get ahead in the tenure process. In the U.S., our maternity leave is short. Don't waste the time that you could have been bonding with your newborn worrying about what is waiting for you upon return. I remember finishing typing a book chapter with my left hand (I am right-handed by the way) while breastfeeding my son. I regret not planning ahead and using that hand to hold a historical fiction novel of my choosing.
2. Second, carve out a firm "no-work" block of time in your day to spend with your family. Mine is from 5-8pm. Obviously, life happens, and you will have disruptions to these blocks of times (e.g., teaching a night class). In these cases, I just readjust my block of time (e.g., come into the office later to spend a little more time in the morning with my family). Setting boundaries signals commitment to your family but also helps replenish your mental and physical self from which you give to work and everything else in your life.

Synergy:

Work smarter not harder. This cliché is of utmost importance to maintaining your sanity in academia. I have found two methods which have helped amplify my research, teaching, and service at my institution without over-burdening my pursuit of tenure.

1. We are lucky that tourism, whether you believe is a field or discipline (an internal debate sparked by Tribe (1997) in my early Ph.D. years), *is interdisciplinary*. Be bold and reach out to others on your campus from different departments, fields, and disciplines who hold expertise or interests that align with yours. Interdisciplinary collaborations can lead to innovative research and can be an avenue to larger funding sources. They will also challenge you out of your comfort zone which guards you from stagnation in your research agenda. In my first year of my current tenure-track position, I had at least one coffee appointment a week with a new potential collaborator across campus and in my own community to not only "advertise" my research interests but also my research *skills*. Sometimes, you may be invited to be a part of a project not primarily because of your research agenda, but rather you may have been asked also because of a specific skill that you possess (e.g., qualitative methods and analysis). CAUTION, it is ok to say no to collaborations as well. Sometimes interpersonal characteristics don't mesh. Or, you simply do not have the time. While I often say yes, learning to say no is a constant battle for me.

2. Teach what you research. Research what you teach. Serve your institution and communities in ways that can elevate both. In my realm of research, tourism is often synonymous with community development. Here is an example. In Spring 2021, my tourism planning class worked with our local CVB

to develop a community engagement and asset mapping plan for a local African American Cultural Trail (AACT). Simultaneously, I collaborated with two colleagues who are experts in diversity, equity, and inclusion in tourism to develop a pedagogy research project to assess the transformative effect of working on social justice projects on students in tourism planning classes. I continue to serve on the advisory board for this local AACT and as such, have made so many meaningful connections with others in my community outside of the university. In another instance, in the first year of my current tenure-track position, I was very interested in improving my teaching by becoming certified in Universal Design for Learning (UDL). I joined a program at my institution that not only allowed you to earn a UDL certificate, but to also conduct pedagogical research with others across campus with the same interests. Three years later, our UDL group is running an interdisciplinary longitudinal study assessing the impacts of UDL informed instruction on students' engagement and interest with course content. In short, create synergy in your career efforts as much as possible.

It is an honor to share these insights with you amidst such an assemblage of wisdom that is these letters. Forge your path boldly and proudly for you are competent and able!

Emily P. Yeager

East Carolina University, United States

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208. Letter from Samira Zare

Dear fellow and future Early Career Researchers

This is a story. The story that I would have written to my younger self had I wanted to remind her of the challenges experienced and the lessons learnt in becoming a female Early Career Researcher in tourism. As this is the account of an academic who has just landed her first full-time job, the story is young. Nevertheless, I hope that the universal feelings and thoughts experienced in my journey resonate with and somehow benefit you in your current or future steps towards an academic career.

Setting the scene: Growing up in a traditional society in Iran, where math and physics were more valuable subjects than art, literature, and philosophy, I majored in mathematics and physics in high school. Consequently, this (not much of a) choice meant that I had to pick the engineering field as my first university degree. I did receive my bachelor's degree in material engineering with high distinction in the end. However, I soon found out (or better yet, dared to finally acknowledge) that what I desired to work with were not materials but humans! I was always fascinated by various cultures, languages, and tourism. Changing field of study/work from engineering, which was highly desirable by the Iranian society, to social sciences, especially tourism, which was hardly heard of or understood as an academic discipline, was not easy. However, a detailed account of those difficulties and how being a woman contributed significantly to creating more challenges could not fit into the space of this letter. I started the fight for my passion by working in the tourism industry as a tour operator and later manager for a few years. Then I went on to receive my master's degree in Tourism Planning in Malaysia while I was simultaneously working to self-fund my education overseas, and I was still faced with some societal doubts about my choice of study. From then and there, I was sure that I would like nothing more than one day to be a researcher in tourism. The two years between my master's degree and landing a funded PhD position were extra challenging times as I had to stay lesser-focused sharp on my goal, persist in my direction to be correct and not give up until I had proved myself.

Today I have learned to remember the context against which my story has been written so far and not compare my path with my peers. If our story's beginning or circumstances are so unique to ourselves, why should our middle or ending be the same as others? I admit, however, that it is not always easy to stop the comparison in your mind while there is a heavy metric culture in some parts of academia.

Characters: I started my PhD with the late and great Professor Philip Pearce at James Cook University in Australia. He played the role of a supporting actor for me. He was a profound thinker, a respected scholar and an extraordinary mentor. In his supporting role, he was enthusiastic in enabling me to perform my best as the main character of my own play. Since his departure, I have been wondering whether I ever again play alongside such empowering character? Ironically enough, I have indeed come across a few fantastic collaborators and mentor figures, all due to knowing him one day.

Today I have learned that we never know if and when we wake up one day to the news of our outstanding supporting actor of a few years leaving the show and consequently affecting our career one way or another. Therefore, treasure the opportunity and the time you spend with your mentors and learn as much as you can while they are around. Thankfully, it is not always for sad reasons that people must leave. Supervisors, mentors or co-authors may also move away for a variety of good reasons. The play, however, should and will go on with you, reflecting traces of these mentors in the way you perform.

Conflicts and resolutions: Among the host of challenges that we as female researchers experience, and they have been well documented in other colleagues' letters in this book, I am passionate about sharing my attempts to resolve two key issues. The first one is more specific to those of us who are non-English speaking and non-western researchers. Writing in English to a high standard for publication in top journals takes up to a few times more time and effort for us rather than our native peers. Some form of (conscious or unconscious) discrimination by reviewers/panels/committees may always be the case when it comes to assessing our work that is indeed full of valuable ideas, but it may lack the mastery of the language compared to those who speak the language as their first.

Today I have learned to try and be in peace with the fact that I may naturally never master another language as well as my mother tongue. Of course, I strive to become more and more fluent in the dominant language of science by practising. Meanwhile, I am aware of aiming high and going for the most esteemed publications and conferences whenever I have great ideas to share. I try not to let the geography of where I was born to hold me back in any way. I hope you, too, remember that you are smart in your first language and even brighter in English for being able to make an entire academic career based on it in a short time.

The second challenge that may apply to many of us Early Career Researchers, regardless of our background and capabilities, is the imposter syndrome. We are likely to be dealing with imposter syndrome because of being perfectionists (refer to many studies proving this relationship). Getting to where you are reading these lines, you could possibly be a high achiever, a perfectionist and an unkind person to yourself. You probably have excessively high goals and expectations of yourself. Your achievements are constantly forgotten the minute you get there, whether they are as big as getting a PhD degree, a competitive grant, a prestigious award or as small as another top publication. If this is you (and I know it has been me for a long time), you self-doubt and worry a lot about measuring up.

Today I have learned to get professional help treating my perfectionism, try and bask in my achievements no matter how small, give myself more credit, set realistic goals and have more self-compassion. Meanwhile, I try to be fine being an imposter! As Jameela Jamil puts it: "Just do it anyway. My answer whenever I am asked about imposter syndrome is to admit that I am an imposter, and I treat it like crashing a wedding; you're in now, have as much fun as possible and grab all the cake you can before someone throws you out. Lean in and make it a party"[1].

Thank you for listening to my story.

Samira Zare

University of Lincoln, United Kingdom

[1] https://www.trendsmap.com/twitter/tweet/1503676213440786433

209. Letter from Zara Zarezadeh

Dear Future Women Tourism Researchers

Before starting my letter, let me show my appreciation. To those that believed in me, gave me support, and never let me give up. Thank you.

At the time of writing, I am still an early career researcher. Looking back, my research journey has not always been easy. Let me explain why. I am originally from Iran where I finished my MBA and had almost 4 years of experience in teaching at universities. Then I lived in India for 5 years and received my PhD in Marketing. Late I moved again and chose Australia as my home country. It was when I started my second PhD in Tourism at the University of Queensland. I know what you think, it is crazy!!!

I have lived in three different countries and each time I had to start from Zero, from a career point of view, but I had carried my experiences with me, so you might think that is not exactly that sad after all.

I want to share what I have learned during these years with you, although I do not think there is a "one size fits all" strategy. Everyone has its own pathway and challenges; even as an academic, you might have different goals.

Life-Work Harmony: Most people say: Life-work balance, but I do not believe in balance, I believe in **life-work harmony.** In each stage, your life or career needs different attention. After my first PhD and the birth of my first daughter, I had to pause my career. I needed to find a better place for living for my daughter, a place where women are appreciated as an individual and have almost equal rights in society. So, we moved to Australia, I paused my career for a few years, spending most of my time with my daughter and of course, settling down in the new country. After that, I started my casual job as a research assistant at The University of Queensland. But not long after that, I had my second daughter, so my career paused again. Long story, short, when my second daughter was around 3 years old, I started my second PhD and casual teaching. I was juggling between different responsibilities, not fun at all, but satisfactory. Right now, both of my daughters are teenagers, so I can focus more on my career. This is what I call life-work harmony. For a long time, I put so much pressure on myself to create a life-work balance, but it never happened. So, I create life-work harmony for myself. Do whatever works for you, do not let anyone prescribe for your life or your work.

Develop the system. Do not be scared of starting new projects or challenging yourself, just because you have other responsibilities or kids, family, or it is not matching with your current lifestyle. If you are interested in new opportunities and challenges, develop a system that helps you. I am sure, you always find a way that works for you and your family instead of giving up challenges and opportunities. It seems hard at first, but it will work well in the end. The way I am developing the system is to find the work I can ignore; cleaning and cooking 😊; the work I can outsource, and the work I can get help with; mostly from my kids and my husband. And every time with any new opportunities and challenges, I had to revise my system. This is my system, find yours.

As an early career researcher, I have a long way ahead and many opportunities to learn. I have just shared a couple of things that I have learned during my journey to date. Good Luck on your pathway.

Zara Zarezadeh

The University of Queensland, Australia