Heritage Management implications of on-site interpretation at heritage sites featured in popular media products

Justyna Bakiewicz

Keywords: Heritage Management, Interpretation, Film tourism

Interpretation is a method employed by management to transfer value and knowledge about heritage to the people (Howard, 2003). It is also deemed to be an effective tool to improve heritage management and, simultaneously, it is a significant aspect of the visitor’s experience (Carr, 2004; Howard, 2003; Moscardo, 2009). Although an integral part of heritage management, it is often neglected by managers who tend to put a strong emphasis solely on preservation, without taking into account the site’s contemporary purpose (Grimwade & Carter, 2000). Moreover, it has been suggested (Chronis, 2005) that visitors themselves construct their own interpretation. They are “co-constructors” actively engaged by referring to their own circumstances and background, negotiating and imagining as they actively receive information (Chronis, 2005 p. 400). Indeed one’s own perception, preconception and experience are very often omitted when designing interpretation at heritage sites which in turn may produce discrepancy between visitors and the site and lack of visitors’ satisfaction.

This research, based on visual culture and heritage tourism, aims to provide a greater theoretical insight concerning management issues at heritage sites featured in the popular media. This study focuses on the role and effectiveness of interpretation, together with the challenges and key elements in enriching visitors’ experience and understanding of a place featured in film. It also investigates how managers can enhance interpretation to suit visitors’ needs when they come with preconceived ideas gained from media exposure. In addition, it explores how popular media, such as film, influence visitors’ use of - and preferences for - interpretation methods. The examination of visitors’ preconceptions and their own perceptions and experiences of the site are an essential part of successful heritage management which will, in turn, strengthen and improve the practices of that management at heritage sites. The researcher aims to adopt a constructivist research philosophy which, in turn, would suggest using a more qualitative approach to gather data.


Evolutionary Economic Geography: A New Path for Tourism Research?

Patrick Brouder

Keywords - Evolutionary, Geography, Tourism.

Recent advances in evolutionary economic geography (Boschma & Martin, 2010) are receiving increasing interest from tourism geographers. Aspects of path dependence, micro-firm survival, and resort evolution have been addressed in empirical studies of the tourism economy, dating back to the seminal concept of Richard Butler’s Tourism Area Life Cycle (Brouder & Eriksson, 2012; Butler, 1980). However, theoretical discussion on the principles of evolutionary notions of economic change within tourism has been limited. Yet the possibility to explain macro-level trends while allowing for micro-level agency resulting in varying outcomes across the space economy is of central interest to the theoretical development of tourism geography. The tendency of Evolutionary Economic Geography empirical studies to examine high-tech, high-skilled sectors means the applicability of its principles to low-tech, often low-skilled service sectors is, however, questionable.

This paper offers an overview of Evolutionary Economic Geography including its unique epistemological perspective, which can help to advance tourism geography theory. The paper also highlights how tourism geography research can challenge Evolutionary Economic Geography theory by interrogating its principles in a different context. An illustration using the Tourism Area Life Cycle (TALC) highlights the common ground and scope for further studies. The paper calls for active theoretical engagement between tourism geographers and economic geographers to better understand tourism’s place in the processes of economic change facing communities today.

References

Assessing the Impact of Wind Energy Developments on Tourism

Greg Dash

In Wales, the landscape is the second most quoted reason for visiting. This has led to concern that the recently proposed renewable energy developments will have a significant impact on the visitor economy. This represents a major resource of the area - in Ceredigion alone, a third of individuals are employed by the tourism industry. Of particular interest to this study, is the proposed wind-farm at Nant-Y-Moch, an important region for Ceredigion tourism, with half of Mid Wales' top visitor attractions located within the immediate reference area, including, Bwlch Nant yr Arian Visitor Centre and Devil's Bridge Waterfall. These attractions are important for driving tourism to the region, and any adverse impact on individual sites is a real concern to the whole sector.

Evaluating the aesthetic impact of renewable energy developments and the corresponding impact on tourism presents an interesting opportunity. Some initial research in this area has been undertaken for the Wales Tourist Board (NFO WorldGroup, 2003) with 33% of participants in this study stating that wind farms will spoil the scenery and landscape. Despite this research has highlighted the potential for wind turbines to be linked with historic windmills, developing a strategic continuum with the past (Frantál and Kunc, 2011) and creating an opportunity for a perceived reestablished material connection to the energy we use (Pasqualetti, 2000).

The initial phase of study will begin this summer with semi-structured qualitative interviews conducted with tourists. This pilot study will also include the opportunity to include some research techniques utilising computer-generated images and potentially some innovative use of tablet computers should the funding permit.

The paper to be presented will discuss some the results of the initial study and background to the research. The conference presents an opportunity to discuss this research whilst still in the development stage, allowing for feedback to be incorporated and to drive research that will be undertaken in the very immediate future.
My critical turn researching tourism development policy and practice

Louise Mary Dixey

Key words: Critical ethnography, reflexivity, de-politicization

During my ethnographic research on an African non-governmental organisation, I underwent a critical reflexive turn. I realised the significance of interpretation, the problems of representation and authority, the ideological nature and ethical complexity of research. I disentangled myself from practitioner roles and pro-poor tourism discourses. My critical ethnography became concerned with ‘resisting domestication’ and found its ‘political purpose’ in challenging professional silences (Thomas 1993). Turning a self-critical eye onto my biographical influences, presuppositions and positionings with the ‘researched’ was troubling. However, my reflexivity became more ‘entangled’ (Ateljevic et al 2005) when I reflected on the institutional discursive influences on, and colleagues’ involvement in, the NGO under study; which included both my university and wider development profession. Hence my dilemmas were amplified as I was undertaking an ‘anti-social’ ethnography of my own professional community (Mosse 2006) and disputing their de-politicization of NGO practices and research (Fisher 1997). This predicament was compounded as recognition of the dilemmas that relate to how biography and the broader institutional context shape the research process and outcome is missing from many ethnographic accounts. Moreover, the constraints faced by researchers who have inside professional perspectives, a critical interest in the politics of tourism development, and who contest prevailing discourses, are rarely discussed in an increasingly commercial university environment (Thomas 2010). If we are not reflexive and ignore ethics, power and positionality, tourism scholarship will not demonstrate ‘academic responsibility’ (Hall 2010) and fail to engage substantively with contemporary issues of global importance. This paper therefore joins others in arguing that researchers must interrogate their ideological and epistemological assumptions and engage in an interdisciplinary debate on the purpose of knowledge production as this could open up new possibilities for critical thinking, teaching and action.
Discourse Analyzing and AIDA concept of destination websites

Desloehal Djumrianti

The development of Information and Communication Technology (ICTs) enables marketers to promote a destination more globally so that web technology has become an important role in the promotion and marketing of tourist destination (Carter, 2002). A destination website as one medium of online promotion and advertising, which is designed to provide widespread consumers around the globe with the necessary information to differentiate between destinations and influence their destination and product choices to make purchases (British Columbia, no date). However, some websites are not effective in marketing tourist destinations (Loda, 2011; Mich et al. in Frew, 2005). Thus, the quality of a destination website relies on both, its technological elements and the visual representation and presence (Kaplannidou & Vogt, 2004).

This paper will critically analyze the content of a destination website by multimodal and AIDA concept. These two methods have been chosen to evaluate the use of language and the marketing advertising concept of the website. Focusing on multimodal analysis refers to the system of how linguistic and visual texts are used. Sometimes, website language is restricted as to the meanings that are presented and the ones which the consumers expects and needs (Kress & Mavers, 2010). The linguistic text analyzing is including coding, the choice of words, and the function of words in a website. The lay out, colors (background, fonts), images, semiotics to reflect a destination, and construct of a destination and website identity (Hallet &
Kaplan-Weinger, 2010) are also analysed. Like any other marketing tools, a destination website needs to reflect the objectives to inform, persuade and remind the consumer of a product, in our case a destination. Thus, this paper will also discuss the usage of the AIDA principle in light of website analysis with AIDA standing for: attracting Attention; creating Interest; fostering Desire; and inspiring Action of tourism consumers (Holloway, 2004). The website which will be analysed as part of the paper is … Couple of sentences about the website that you will be analyzing so your research – keep it short though.

Reference:


Community Empowerment Through Understanding Tourism Encounters

Claudia Dolezal

Keywords: Empowerment, tourism encounters, tourism for development, community-based tourism, tourism and anthropology

Existing research on tourism encounters in the context of community-based tourism (CBT) in Thailand found that tourism has the potential to serve as a tool for intangible empowerment, based on a beneficial host-guest encounter (Dolezal, 2011). The results of that research clearly indicated empowerment worthy of further development.

The ‘encounter’ in tourism is regularly put in a negative light by social scientists specialising in tourism, who regard the encounter as, for example, ‘empty’
MacCannell, 1992) and characterised by suppression and exploitation of hosts by tourists (Nash, 1996). The binary division into host and guest (Smith, 1989) intensifies this notion. Moreover, postcolonial thinking connected to tourism and the division into ‘Orient’ and ‘Occident’ (Said, 1978) reveals yet another binary. While slowly moving away from these binary divisions and by challenging the negative connotation of tourism, discourses on the social realm of tourism are only slightly changing. However, the conventional concept of tourism encounters characterised by consumption of the exotic (Yamashita, 2003) persists, and is perpetuated through an obvious ‘problem-focus’, widening the gap in research on ways to maximise (or even realise) the positive benefits that tourism encounters have to offer.

This research seeks to bring both streams of knowledge together, i.e. tourism encounters and empowerment, to find ways in which tourism encounters can serve as a fruitful basis for community uplift and empowerment.

The research is based on a new approach to tourism and development in that the focus will be on potential rather than problems and the so often criticised encounters between tourist and community is considered as a possible starting point for development.

The ethnic food's role in deteriorating the destination competitiveness

Dewi Eka Murniati, Chanin Yoopetch

Keywords: ethnic food, perception, acceptance, demographic characteristics

The study attempts to investigate international tourists' perception and acceptance of ethnic food at well-defined ethnic restaurants in Yogyakarta, Indonesia. A survey was conducted of 400 food diners at five well-defined ethnic Indonesian restaurants. The personal information collected included demographic characteristics, prior experience of eating Indonesian ethnic food, and international travel, allowing us to get a deeper understanding of how this information affects the perception and acceptance of Indonesian ethnic food. This information was then analyzed to provide insights into whether Indonesian food could potentially be used as a part of a destination tourism promotion. Descriptive statistics associated with the mean, t-test, ANOVA and Pearson correlation were employed to analyze the data. The research findings showed that traditional characteristics, value for money, appearance, and sensory characteristics were all rated highly, whereas the healthiness of the food was rated the lowest. In other words, this was the main issue in improving the perception and acceptance of Indonesian ethnic food. Research setting such as restaurants’ service and atmosphere might contribute to the ethnic food perception and acceptance. The recommendations and directions for further research are also discussed.
The Tourist Experience of Urban Historic Cores: Valletta as a Case Study

John Ebejer

Keywords: experience, historic areas, urban spaces

When visiting a place, people sometimes experience something which goes beyond the physical or sensory properties of a place. This is often referred to as sense of place or ‘genius loci’.

According to Montgomery (1998, p94), “It is a relatively easy task to think of a successful place, .... But it is much more difficult to know why a place is successful.” The purpose of the research is to investigate those features and aspects of urban spaces within historic cores which make places ‘successful’ for tourists.

Experience is a complex process and a hard-to-define phenomenon (Andereck, 2006). An insightful interpretation of the visitor experience is offered by McCarthy and Ciolfi (2008, p 250) who state that: “Experience involves acting and being acted upon, sensing and feeling both, and transforming them into something emotionally and intellectually meaningful.”

In urban design literature, three elements are considered to impinge on experience of spaces, namely ‘physical setting’, ‘activity’ and ‘meaning’ (Punter, 1991; Montgomery, 1998). People gather information about the ‘physical setting’ through senses, particularly vision (Wunderlich, 2008). ‘Activity’ involves the interaction of people within an urban space, even if there is no actual verbal communication (Griffin and Hayllar, 2009). Urban form communicates ‘meaning’ to visitors as they represent the values, symbolic interpretations and created associations (McIntosh, 1999).

Through interviews with tourists, the study will explore the extent to which these elements impinge on the visitor experience of a historic area. Valletta will be used as a case study.

Valletta is the capital of Malta, a small island state and member of the EU. Valletta is a small historic fortified town which offers a diversity of urban spaces. Different parts of the city are characterised by different land uses, urban forms and activities. Valletta is visited by over one million tourists each year.

The preliminary results emerging from the pilot survey will be presented at the Colloquium.

References

Perspective of specialisation in mountain hiking in Taiwan: The view from the top

Ming-Feng Huang

Recreation and tourism are significant growth industries in the emerging economies of Asia. In the past few decades, because of the economic growth in the region, there are more and more Asian countries focusing their attention on the development of outdoor recreation activity. This is potentially a whole new global market for the outdoor recreation activity industry. Of particular interest is how those who take up these outdoor activities may continue to pursue them as hobbies in the long term.

There has been considerable academic interest in mountaineering or rock climbing when scholars investigating in mountain-based activities. However, mountaineering and rock climbing are extremely high skill demanding and have a narrow market with few people participating compared with other outdoor recreation activity segments. Mountain hiking, however, is more accessible, requires lower skills, and yet few researchers explore this category, particularly in the Asian context. Thus this study will investigate the growth of mountain hiking in Taiwan and, in particular, how hikers graduate from starting to participate to becoming specialists in the activity.

Most researchers interested in leisure activity participation have previously concentrated on understanding the motivations behind recreation or ongoing involvement facets (for example Havitz & Dimanche, 1999; Kyle & Chick, 2002; Kyle, Graefe, Manning and Bacon, 2003; Ewert, 1993, 1994; Fodness, 1994; Iso-Ahola, 1982). Fewer discuss specialisation, which is seen as “a process that entails a progression in how recreationists participate in and view an activity over time” (Scott
& Shafer, 2001, p.324). Hence, the researcher will examine the relationship among recreation motivation, enduring involvement and specialisation, for those engaged in mountain hiking activity in Taiwan, focusing on those who hike the “top 100 mountains” a acknowledged group similar to Monroes in Scotland. Through understanding the relationship between these aspects it will be possible to find out if each component will affect one another in participants engaged in mountain hiking recreation activity.

In this research the author adopted semi-structure interview, questionnaire and participant observation methods as the core research strategies. This paper reports on the findings from initial interviews with key gatekeepers in mountain hiking activity. The interviewees included individuals from top 100 mountain club, two mountain guides and the president of the Chinese Taipei Alpine Association. Their experiences demonstrate the process of motivation, enduring involvement and specialisation in mountain hiking activity and have assisted in instrument design. Further, they believe mountain hiking activity will still popular in Taiwan

Reference


Rainbow Families on Holiday: Motivations, Destination Choices and Acceptance

Rodrigo Lucena de Mello
New niches in gay tourism have emerged that deserve further investigation[1]. Gay and lesbian parented families (rainbow families) are one of these sub-niches and agencies catering for their service have recently come into existence. This study aims to contribute to the understanding of the rainbow family travel motivations and destination choices. It will attempt to find whether the parents’ sexuality influences these factors and how the need for safety sought by gay men and lesbian women manifests itself when they travel with their children.

An interpretivist methodology, suitable for understanding human action[2], will be used. A qualitative strategy, in line with the investigation of motivations and choices[3], will be adopted and semi-structured interviews, appropriate to allow the emergence of the subjectivity[4], will be supplemented by interviews with the entire family as a way of investigating the role of children in the decision-making process[5]. Data will be analysed using the data display technique[6], which allows the reduction of the data produced by qualitative strategies.

Not only does this study represent a potential contribution to tourism marketing and operations but it may also address the gap in knowledge about families, a decision-making unit often overlooked in tourism studies[7]. More importantly, by hearing the voice of the rainbow families, it may contribute to gathering insight into sexuality and help diminish assumptions concerning lesbian women and gay men.

Bibliography


Towards an Ethics for Tourism Entrepreneurs

Susann Kruegel

This paper presents the review of the literature of ethics and entrepreneurship within the theoretical context of tourism and is part of a wider PhD research on ethical decision-making for tourism entrepreneurs. Tourism as an industry is characterised by a majority of small and medium-sized enterprises and much entrepreneurial activity. The separation of business and ethics according to the Friedmansche tradition is not suitable for the tourism entrepreneurship environment. Due to its multiple human agencies in form of various stakeholders (guests, residents, industry, government, NGOs and employees) and its dependence on a rich cultural and natural heritage, the tourism industry gives room to a plethora of ethical dilemmas. To date there has been research into the relationship between entrepreneurship and ethics within the tourism context.

Entrepreneurship literature enjoys a long-standing tradition, however the specifics of tourism entrepreneurship are an emerging academic field with gaps in the literature. Tourism entrepreneurship literature can be divided into three streams: the entrepreneur (people), the enabling environment (places) and the entrepreneurial activity (process). Most commonly considered in tourism entrepreneurship is the distinction between commercial and lifestyle entrepreneurship and their differing underlying motives. The review of the literature for this paper focuses on the entrepreneur person and their characteristics and motives. This includes an examination of the ethical foundations of tourism entrepreneurs and in a wider sense the entrepreneur detached from any specific industrial context.

The subsequent review of the literature on business ethics, particularly tourism business ethics, will form the basis for a wider discussion on a new ethics for tourism entrepreneurs. There are two main areas of research to be found in the tourism business ethics literature – development and environment as well as marketing and operations. From a philosophical perspective the literature is divided into a
deontological versus a teleological perspective. Development and environment as well as marketing and operations have been examined under the auspices of duty versus utility. A gap in literature exists in the review of virtue ethics as an alternative approach to tourism entrepreneurship. The aim of this paper is to reveal what is known about entrepreneurship and ethics within the specific context of tourism and where gaps in literature are to be found.

Conceptualising the role of small and medium sized rural tourism enterprises in social sustainable development in Scotland

Annabelle McLaren-Thomson

This paper presents on-going work designed to better understand the role that small and medium sized rural tourism enterprises (SMRTEs) may play in operationalising social sustainable development (SSD) in contemporary rural Scotland.

Research of SMRTEs in the context of sustainable development has been limited, especially in regard to the concept’s social dimension. However, SMRTEs, like all small and medium sized enterprises, constitute an important ingredient of the rural social fabric and culture. Moreover, as tourism is characteristically cross sectoral in nature, SMRTEs are likely to build many links locally as well as regionally, making them a potentially key actor in the development of social sustainability; especially, considering the rising demand for nature-based tourism. As such, it is crucial to explore their contribution to SSD and establish the key factors that affect their contribution so as to understand their role in operationalising SSD on the one hand, and to harness their potential on the other.

The paper begins with an overview of the current understanding of, and debate on SMRTEs’ potential role in sustainable development, followed by a brief discussion of the relevancy of a new SMRTE typology. Thereupon an outline of the research approach taken and methods used is given, before presenting preliminary results of data collection and analysis. The paper ends with the introduction of a new SMRTE typology based on the initial findings.

Destination Branding of World Heritage Sites: Spatial Approach

Aleksandr Michelson

Though the notion of destination branding is a relatively new theoretical consideration, it has been widely recently researched. Nevertheless, there are few researches that have focused on the destination branding issues from the heritage perspectives, the urban heritage in particular. The aim of this research paper is to understand how destination branding is signified in urban heritage space in case of
World Heritage Sites. The paper adopts visual and observational techniques in three towns: Wismar and Stralsund, Germany, and Visby, Sweden. The main research questions are how socio-economic activities making use of medieval architecture are conducted in public and semi-public urban space and how these activities are interconnected with destination branding. The results of the research indicate that there are various dimensions of how to produce more powerful signs on the architectural heritage from the spatial perspective. Within the field of tourism research this paper develops the theory of destination branding and explains the spatial aspects of this notion. The practical benefits of the approach applied might be of interest for city managers and marketers, as well for local authorities in general.

Shipwrecks as watery graves: Touristic attitudes and ethical implications

Elena Perez

Keywords - Watery graves, shipwrecks, dark tourism

On the 13th January 2012, a cruise –the Costa Concordia- partially sunk after a collision near the island of Giglio, Italy. Twenty-five people died in the accident, with another seven missing, presumed dead. There are still bodies on board, which may not be rescued. There are three issues to keep in mind in this case:

1) The ship as treasure keeper: the Costa Concordia was essentially a floating luxury hotel. In addition, passengers left everything behind. It is prime target for treasure hunters. 2) The ship as tourist attraction: the island of Giglio has become a new visitor attraction that is drawing tourists to the macabre. Alleged reports of tourists making excursions to see the stricken vessel suggest the disaster has the hallmarks of ‘dark tourism’ (Stone, 2012). 3) The ship as cemetery: rescue efforts continue, but it seems most likely the human remains will stay there forever. However, the possibility of re-floating the ship has arisen. The question is what would happen with the bodies then, as they might be in an advanced state of decomposition.

All the factors and the complexities of the issues on the management of the underwater cultural heritage reveal the narrow dependence between its management and the historical, sociological, cultural and traditional particularities of every country. Declaring shipwrecks as funerary monuments or underwater cemeteries will constitute (apart from the “collective identity”) an efficient tool on the protection and management, which in most of the cases will attract tourism, apart from the own meaning of these sacred places. They are not monuments to the great journey or heroic combat, but poignant reminders of the potential for tragedy and the risks and costs in the creation of a nation (Gibbs, 2010). This is attractive not only because of the controversy, but also for the effectiveness of preservation.


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The tourism industry and the process of Internationalisation in Jordan under the influence of the reasoned political transformation process in the Middle East

Markus Pillmayer

Keywords: internationalisation, SMTEs, Middle East

Ongoing internationalisation processes have resulted in significant changes on the supply side in many fields of the economy and also specifically in tourism. While the scientific discourse is working hard to keep pace with these rapid changes, there is nevertheless a considerable deficit in research on the problems and risks as well as the potential and opportunities that arise in association with intensifying processes of internationalisation.

This project focuses on the analysis of the internationalisation process of SMTEs in the Middle East, which continues to be a tourist destination for Westerners in spite of major political and other crises. As indicated in several studies (Fletcher, 2008; Greenley and Matcham, 2007; Javalgi et. al., 2011), internationalisation of SMEs in service industries is a complex process, and studies which take a more holistic view to this phenomena are needed. For this reason, this project – according to Ojala (2008) – uses three different theories, namely the Helsinki internationalisation model, the network model of internationalisation, and the international new venture (INV) theory, as the baseline for the investigation of internationalisation of tourism SMTEs in the service sector.

As a concrete example for the study serves the Hashemite Kingdom of Jordan, which has gone through a strong international expansion of its tourism industry in recent years and which has shaped over decades, especially by the domestic tourism (Hejazeen, 2007). The geo-strategic location, embedded in various trouble spots like Israel, Iraq and recently Syria and its diversified outstanding tourist offer feature Jordan as a very interesting research area. The project studies incoming agencies and hotel businesses in Jordan.

Bibliography


The Daily use of modern technology in the restaurant income management industry

Kotoua Selira

Keywords: Northern Cyprus, Restaurants, Technology

Handheld devices, computers and websites use to speed up food service preparation in the restaurant industry is becoming very significant. Food service was a long battle in Northern Cyprus restaurants. Waiters and waitresses had to take orders from customers with pens and papers, walk back to the kitchen to place orders for meals to be prepared. This was causing delays and sometimes customers had to wait for long hours to get their meals. The system cost a great deal of lost to the restaurant industry those times but today, food service and preparation has become more easy because of the modern technology in use. Most restaurants managers are using the new technology to minimize delays and work efficiently. As customers make orders, the waiters and waitresses use the handheld small computer to communicate directly to the kitchen for their meals to be prepared. The kitchen has a similar device with a large screen monitor that displays orders from the front line staff that deals directly with the customers. Apart from this technology, nowadays, customers can also call by telephone to order food to be taken away, reserve a table for two or even email to book a place for a special date. The new technology has made life easier for the restaurant industry in Northern Cyprus and IT has been a savior by developing new technologies for the industry.

Strategic Methodologies to study youth tourism in Italy

Simona Staffieri
Keywords: youth tourism research methods

The paper proposes a critical reflection on the methodological aspects to highlight the Italian youth tourism experience, exploring destinations, motivations and behaviors.

The identification of an exhaustive methodological tool is particularly difficult due to the fact that tourism behavior involves an emotional component the measurability of which is challenging.

The first strategic methodological element that the researcher has to carry out is related to the explanations of the hypothesis. It is essential that the hypothesis be valid, robust and referenced to a previous validation in the researched literature. This research tries to investigate whether family background plays an influential role in the individual youth tourist’s propensity and motivation and if tourism unearths the power in changing the individual. In the research the main hypothesis are built through the tourism literature study and the desk analysis.

After identifying assumptions, the researcher’s requirements are to also check the definitions for what constitutes the target population. There is no common definition of the notion of youth tourism. The author has aligned to the definition proposed by World Youth Student & Educational Travel Confederation considering all trips made by people aged between 16 and 29 years in an independent way, for periods of less than one year.

For the application step a survey field of 400 participants via telephone interviews was conducted and several unstructured interviews with experts. A sample design for the data from official sources was studied to obtain the sample validation, considering demographic and geographic variables.

The data analysis, determined by multivariate statistical methods, and the study of the texts from the interviews, through their content analysis, permits the checking of assumptions and the responses to the initial hypothesis. The author is confident that the findings from the study could be a methodological guideline for further studies in the field.

Reference list


Farm Tourism in Wales: The Quest for Autonomy and Survival

Mandy Talbot

Words: Farm Tourism, Farm Diversification, Repeasantisation

Making a living from agriculture alone today is particularly challenging but especially so in less favourable farming areas such as in Wales.

However, the environment in Wales is suited for leisure and tourism and has provided diversification opportunities for 21% of farmers here (Welsh Rural Observatory, 2010). This study provides a qualitative examination of the experience of six farmers on small family farms in Wales and the income strategies that they are following particularly tourism.

It applies Ploeg’s (2008) concept of the new peasantry which highlights: the small or family farmer's struggle for survival and autonomy in the context of dependency and marginalisation resulting from capitalist farming systems.

The findings show that farm tourism has characteristics of repeasantisation particularly in the start up and growth of their tourism businesses when farmers have relied to some degree on self provisioning to transform redundant and underutilised resources on the farm into prospering farm tourism businesses.

The study found that farm tourism can add to household resilience by providing a significant additional income, creating jobs for family members and providing sales opportunities for farm produce.

Whilst a farmer's ability to diversify successfully into tourism maybe influenced by a complex number of factors the study suggests key factors enabling this include: proximity to natural and cultural heritage, on farm resources, access to capital, business skills, availability of family labour and the compatibility of the chosen tourism strategy with farming activities. The study found that the main constraining factors for those that wish to diversify to be indebtedness to both the current production systems and the mortgage on the farm.
The study concludes that while some farmers may benefit from more freedom and autonomy resulting from their tourism business, other farmers face barriers and constraints to diversifying and are locked into dependency relationships.

The investigating of environmental sustainability in MICE tourism in Thailand

Pavit Tansakul

Over the past decades, the growth of the meeting and convention industry has generated substantial direct and indirect impacts on local and national economies (Crouch and Brent Ritchie, 1997; Lee and Back, 2005). Thailand's meeting and convention industry has developed dramatically over the last decade. Interest in the industry has grown, and competition has intensified in the marketplace due to the significant contributions to the local and national economies (Cheung and Law, 2002; Weber and Ladkin, 2005; Sangpikul and Kim, 2009).

Thailand's tourism has began to pay attention to the promotion of sustainable ecotourism, which can contribute to meet the twin objectives of environmental conservation and socioeconomic development, since 2001 (Tourism Authority of Thailand, 2001). Moreover, recently approaches to "green initiatives" which aim to maintain the delicate balance between tourism promotion and environmental protection to ensure long-term sustainability were developed by the Tourism Authority of Thailand (TAT) in 2009 as a crucial tool to promote the tourism industry (Tourism Authority of Thailand, 2009). Furthermore, for the MICE industry, the Thailand Convention and Exhibition Bureau (2007) announced a "Green Meeting" initiative in 2007. This campaign aims to promote environmental responsibility within the country's rapidly growing Meetings, Incentives, Conventions and Exhibitions, or MICE industry. In addition, within the recent year TCEB continues to encourage Thai MICE operators to do more, and to bolster their capability to comply with the ISO 50001 standard and will also contribute to the sustainability and competitiveness of the nation's MICE industry in the long run (Thailand Convention and Exhibition Bureau, 2011).

This paper will discuss the current strategic and situation within the environmental sustainability with in MICE tourism in Thailand. By doing the content analysis put forward the investigation to government and stakeholders. Hence, the result of the study will reveal the current application of environmental sustainability of MICE tourism in Thailand.

References
An Investigative analysis of (un)sustainable practices associated with the tourism industry in the Northeast and South/Southwestern regions of Samui Island

Nisarat Thaithong

Keywords: Actor-network-theory, (un)sustainable practices, environmental impacts

In this paper, I will focus on some of the challenges and opportunities Samui Island which is one of the well known tourist destinations in Thailand is facing. Rich in environmental and cultural resources, as a famous coastal tourism, it generates a lot
of income to the country. However, the serious environmental impacts from mass tourism threaten the tourism industry there. My study will aim to analyse (un)sustainable practices in Samui Island. Using the actor-network theory (ANT) as my conceptual framework, I will look into the role of both human and non-human actants in contributing to the potential future development of sustainable practices in Samui Island.

Migrating into Tourist Business. Agency and Mixed Embeddedness of Ethnic Minority Women in Thailand

Alexander Trupp

Since recent years a growing number of ethnic minorities have moved to Thailand’s urban and touristic areas to seek opportunities to work. While most urban-based minorities who work as labourers at petrol stations or restaurants remain invisible for tourists and other outsiders, one part of a migrant group visually stands out and is about becoming an integral feature of Thailand’s urban and beach-sided tourist centres. Eye-catching female Akha handicraft and souvenir sellers became part of an informal sector that is linked to the global tourism economy. This PhD project deals with the ethnic minority of Akha, and specifically Akha women, who have been migrating into Thailand’s tourist areas in order to sell handicrafts and souvenirs. They have become entrepreneurs or self-employed street merchants at international tourist destination. In this research, I study the embeddedness of female Akha entrepreneurs in social networks and in wider economic and political-institutional structures and ask how they deal with the constraints of such structures. Moreover, I explore the strategies Akha migrants employ to become successful tourist entrepreneurs by asking how they obtain and transform different forms of capitals. In order to explore the migrant’s agency and mixed embeddedness, I use participant observation, semi-structured interviews and personal network analysis. Such an approach is able to indicate that ethnic minority entrepreneurs are not entirely controlled by some external structural forces but have shown themselves to be active agents who pursue their own goals and ideas.

Constructing social memory: a critical investigation of reconstructions of the past and governance at commemorative events

Maren Viol

Key words: commemorative events, collective memory, governance

This doctoral research project aims at examining a) the role of commemorative events for collective memory, as well as b) how memory and identity are constructed
at such events, and c) the underlying governance structures influencing this construction.

The social context is an important factor when considering memory. Members of so-called ‘mnemonic communities’ influence their shared memory by telling stories in a specific tone and silencing other memories by not telling them (Zerubavel, 1996, p. 289); therefore shared memory is highly susceptible to distortion and individual interpretation. Consequently, such social memory is not exclusively stored in the mind of the individual; instead it is communicated through social sites of memory (Zerubavel, 1996) or lieux de memoire (Nora, 1989) – places and spaces that can provide access to a shared past for future generations. Commemorative events can also be considered such social sites of memory. They will influence social memory in that they present a recollection of the past in a certain tone and highlight specific stories while excluding others.

Furthermore, this shared memory is also subject to social rules that tell a certain mnemonic community what to remember and what to forget (Zerubavel, 1996). This raises the question of who establishes such rules of remembrance for commemorative events and why. Roudometof (2003) states that ‘commemoration is itself a political act’ (p. 162). The study of collective memory and commemoration should therefore further investigate power relations and policy networks, i.e. the consideration of everyday aggregation and intermediation of interests in public policymaking in governance structures (Rhodes, 1997). Such interdependences and power relations between both governmental and non-governmental actors influence the ways decisions are made and implemented. As such, these processes are of high interest for the study of commemorative events and rules of remembrance as they can give light to power structures and motives for decisions.

References


Problems and Prospects for Capturing the Intangible Values of Coastal Tourist Landscapes

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Monetary estimations of the value of our landscapes arguably fail to take into account the complex values that people place upon them which are often made in the realms of deep-rooted psychological connections to the landscape and how being in the landscape makes people think and feel. This can lead to environmental decisions being made which do not reflect this deep and complex relationship that people have with the natural environment.

There is a great potential and current appetite for using a deeper, more nuanced understanding of experiences in natural areas in decision making processes and for understanding the consequences of decisions from the many socio-cultural perspectives that create the landscape and give meaning to it. This is perhaps especially true in the context of sustainable tourism management where decisions are based around not only preserving the bio-physical components of the landscape but also the social and cultural meanings that people ascribe to the landscape.

This paper explores coastal tourist destinations as socially valued settings, valued highly for their ability to satisfy human needs and to enhance wellbeing. It examines the ways that tourists experience the intangible benefits that natural areas provide, which are termed cultural ecosystem services by the Millennium Ecosystem Assessment (2005) and refer to ‘the non-material benefits people obtain from ecosystems through spiritual enrichment, cognitive development, reflection, recreation and aesthetic experience’. The relationship between cultural ecosystem services and wellbeing is explored as well as the influence these benefits of nature have on tourists’ motivations for visiting an area and the value they place upon it. Crucially, it will examine how a wellbeing perspective can draw interest to a new set of questions beyond those framed by economists and help to shed new light on tourism decisions which puts people’s wellbeing at least on a par with monetary concerns.