Book of Abstracts

International Geographical Union
Pre-Conference Symposium

Transforming and Managing Destinations:
Tourism and Leisure in a Time of Global Change
and Risks

Trier (Germany)

22–25 August 2012

Organised by:

IGU Commission on Tourism, Leisure and Global Change/
UGI Géographie du Tourisme et des Loisirs et Changement Global
and
Working Group Leisure and Tourism Geography
of the German Geographic Society/
Arbeitskreis Freizeit- und Tourismusgeographie
der Deutschen Gesellschaft für Geographie

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Session I: Global risks and risk management in tourism

Chair: Hans Hopfinger (Katholische Universität Eichstätt, Germany)

- **Tourism, sustainability and climate change: policy responses for climate change adaptation in Botswana**
Jarkko Saarinen (Department of Geography, University of Oulu, Finland)
Wame L Hambira (Department of Environmental Science, University of Botswana, Botswana)
Julius Atlhopheng (Department of Environmental Science, University of Botswana, Botswana)
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Key words: tourism, climate change, adaptation strategies, policy, Botswana

Climate change has evidently become a threat to the sustainability of the tourism industry causing governments and the industry to consider adaptation and policy options in order to reduce the consequences. This is especially crucial for nature based tourism whose demand is sensitive to climate change. Furthermore nature-based tourism is the impetus of Botswana's tourism industry without which its contribution to the country's GDP would be very insignificant. The government and the industry itself are thus compelled to consider policy options and adaptation measures to counter impending negative climate change impacts as well as enhance the positive outcomes if any. In so doing, destinations that might become less competitive due to climate change will be safeguarded while those less attractive under current conditions would be made to thrive. Adaptation measures are thus aimed at enabling the industry to accommodate, cope with or benefit from the effects of climate change. Action to adapt may be taken independently by tourism operators while on the other hand it may be formally planned by government through deliberate policy formulation and implementation. Such anticipatory approach is much preferred as opposed to a reactive approach since the latter may prove expensive, socially disruptive and environmentally unsustainable in the long run. This paper aims to discuss about policy options and adaptation measures that can be put in place to reduce vulnerability of the industry to climate change and changing environment. Interviews carried out in the north and south western parts of the country have revealed that tourism operators have virtually no adaptation strategies in place while at the same time a content analysis of current tourism legislation and policy has shown that aspects climate change adaptation are yet to be taken on board. Thus, the paper recommends some policy options and adaptation measures that address the physical environment, the built environment, the tourism sector and government policy in southern African context.

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Session I: Global risks and risk management in tourism

- **Destination Management in a Time of Climate Change and Systemic Crisis
  – the Case of Majorca, Balearic Islands**

  Angela Hof (Geography Department, Ruhr University Bochum, Germany)
  Macià Blázquez-Salom (Earth Science Department, Balearic Islands University, Majorca, Spain)

  Keywords: balearization, quality tourist model, water management, sustainability indicators, geography of power and the production of space

  The Balearic island Mallorca (Spain) is a classic mass tourism destination that has successfully reinvented itself by establishing so-called 'quality tourism' and 'tourist excellence' as a complement to its tourist success model. In the last two decades, this specialization strategy coincided with a burgeoning real estate market and produced another tourist boom with golf courses, yacht berths and second homes transforming the landscape. The paper starts from a review of tourism development and discusses environmental sustainability challenges in the face of climate change and systemic crisis on the island. Research results on changing geographies of land use, water consumption and per-capita sustainability indicators cast a critical light on economic success and sustainability of 'quality tourism'. It then reviews the major future challenges which Mallorca is beginning to experience and which many resorts will probably have to face in the near future. With its significant vulnerabilities to climate change, the already critical water supply-demand ratio on the island is one of the most pressing problems. However, climate change is hardly addressed in sustainable tourism policy and planning documents as being an important tourism issue. Adequate water demand management strategies are yet to be factored into sustainable tourism policies. Limitations to urban growth have been abandoned as a political mainstream goal, as far as new conservative governments have implemented the neoliberal agenda to Mallorca's regional planning. The second part of the paper moves on: from the empirical findings on changing geographies of land and water consumption to questions of power and the production of space, exemplified by an analysis of the relationship between the Balearic hotel chains and the State, arguing that the long-term confrontation among political and entrepreneurial interests make the Balearic Islands a proper study case about tourism and sustainability.

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- **Summer ski areas in the Alps: first victims of climate change?**
  Marius Mayer (Department of Geography, Julius-Maximilians-Universität Würzburg, Germany)

  Keywords: summer skiing, climate change, historical tourism geography, Alps, glacier tourism, destination life cycle, ski tourism

  Summer ski tourism was an activity highly prestigious during the 1960s and 1970s leading to enormous investments and the creation of many new ski areas in high alpine regions. From the environmental point of view it was heavily criticized, especially in the 1980s. In the last two decades summer skiing shows a continual downturn parallel to the shrinking mass balances of most glaciers.

  As a mainly European phenomenon most research on summer skiing is not available in English. Thus, the topic has not been on the international research agenda for most of the time despite its controversial status, the symbolic values of glaciers and their role for water supply.

  This paper tries to provide an overview of the rise and fall of summer ski tourism:
  - How did the quantitative diffusion and the decline take place in the Alps?
  - Which factors were decisive for the phases of the activity's life cycle?
  - What are the consequences for tourism practitioners, spatial planning and visitors?

  The methodology is based first on an extensive literature review (including comparisons of maps, newspaper articles, historic postcards and photos of tourists) to provide a state-of-the-art and second on an analysis of ski-lift infrastructure data to assess the diffusion processes. Third qualitative interviews with operators of glacier ski resorts are used to incorporate their point of view.

  Adaptation strategies vary between the complete shutdown of some resorts, especially in the Western Alps and the emergence of year-round destinations using their snow USP in the autumn season. In order to guarantee snow in early autumn many resorts invested in snow making which partly allowed the revitalization of summer skiing as side-effect. However, results suggest that at least 38 summer ski areas have once existed in the Alps – nowadays only 8 still offer skiing between June and September.

- **A Comparison of the Trait of Tourist flows before and after Natural Disaster – case of the tourist flow to Jiuzhaigou before and after 8.0 Ms Wenchuan Earthquake, China**
  Jie Zhang (School of Geography, Nanjing University, P.R. of China)
  Li Min (College of Economics & Management, Zhejiang University of Technology, P.R. of China)
  Zhang Honglei (School of Geography, Nanjing University, P.R. of China)
  Liu Zehua (School of Geography, Nanjing University, P.R. of China)
  Zhong Shien (School of Geography, Nanjing University, P.R. of China)

  Jiuzhaigou National Park with about 2.52 million annual tourists in 2007 is enrolled in the list of World Natural Heritage by UNESCO and located in the neighboring area of the Wenchuan, where the 8.0 Ms Great Sichuan Earthquake of 2008 occured (the 20th deadliest earthquake of all the time). Of the 237 disaster areas, Jiuzhaigou County belongs to 41 heavier disaster areas (2nd class), though luckily it is not listed in 10 heaviest disaster areas.

  In order to reveal the disaster impact on tourist destination, we compared the tourist trait as follows: ①the geographic segmentation with geographic unit of province of tourists market with tourist convenience samples of 2225 questionnaire just a week before the earthquake and 2099 one year after the earthquake, ②the distance decay index with distance decay model of tourist flow as a whole; also we measured the tourist attitude to disaster impact on tourist destination with data of 572 available questionnaire sampling in 2009. The regional differentiation of the spatial structure of the tourist to destination and the basic tendency of the distance decay before and after disaster, have been revealed with result related to some geographical background like accessibility and economic location etc.. And interestingly, the motivation of tourist to destination seems to have both positive and negative effects with respect to the disaster.

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Session II: Challenges for the positioning of tourist destinations

Chair: Werner Gronau (University of Applied Sciences Stralsund, Germany)

- **Challenges for the positioning of destinations: Destination formation processes and territorial boundaries**
  <u>*Karlheinz Wöhler*</u> *(Institute for urban and area studies, Leuphana Universität Lüneburg, Germany)*

  Key words: destination boundaries, small destinations, large destinations, embeddedness, community, governance

  The territorial boundaries of destinations are on trial in times of globalization and destination competition. The need for larger territorial destinations is widely accepted in political arenas. The fusion of destinations in a unity-destination aims at maintaining international status or achieving competitiveness through a central coordination of different marketing-functions and especially through a common strategy. The most important assumption for size is that only a large destination with their financial asset, infrastructure and knowledge concentrated in a high professional destination management organization can provide the territorial framework for competitiveness.

  (Small) destinations, in turn, see a benefit in using internal resources and capabilities to find niches and profiles within a tourism market counteracting already existing large destinations. Instead of designing tourist products with a view to the market, (small) destinations cluster their endogenous resources and see if there is a market for such (creative and innovative) cluster-products.

  Such an embeddedness generates social and cultural capital and in this respect a community identifying with the destination, whereas the actors in the large destination have a connection with an disembedded marketing-product that you can find anywhere.

  This outline directs to governance problems like: hierarchic or network regulation, centralization or decentralization, knowledge based governance. These subjects become topics of the paper.

- **Jordan's Golden Triangle – new diversification strategies in response to current transformation processes**
  <u>*Markus Pillmayer*</u> *(Chair of Cultural Geography, Katholische Universität Eichstätt-Ingolstadt, Germany)*
  Nicolai Scherle (Chair of Cultural Geography, Katholische Universität Eichstätt-Ingolstadt, Germany)

  Keywords: internationalization, FDI, diversification, cooperation management, Middle East

  Although it has such internationally known attractions as the ancient Nabbatean city of Petra or the Dead Sea, for the Hashemite Kingdom of Jordan tourism is a comparatively new phenomenon. Not until after the signing of the peace treaty with the neighbouring state of Israel in 1994 did a tourism sector gradually begin to evolve, but it is still in an early stage of development. In the last few years there has been an observable switch away from a supply market to a demand market. This poses a great number of complex challenges for the Jordanian tourism industry. If they are to meet the expectations of international guests they will increasingly need diversification strategies. In these circumstances the concept of the Golden Triangle was developed, as a kind of unique selling proposition. The Golden Triangle hypothetically combines the destinations Petra, Aqaba and Wadi Rum. Each of these destinations places a different emphasis in its tourism marketing and attempts in different ways to meet the varying demands of international guests.

  Since 2007 the ancient Nabbatean city of Petra ranks among the 7 New Wonders of the World. Its special appeal lies in its archaeological sites. Petra has an outstanding reputation especially among educational and cultural tourists and is a must on any trip to Jordan. The seaport of Aqaba in the south is the only city in Jordan with access to the Red Sea. Its coral reefs make Aqaba one of the top diving and seaside destinations in the world. With the aid of foreign investment a large number of hotel projects have been developed in recent years that have no parallel on the Red Sea. The special feature of the nature reserve of Wadi Rum in south-western Jordan, known particularly from such films as Lawrence of

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Arabia, is its sustainable tourism. The responsibility for managing the Wadi and developing its tourist potential lies exclusively with the local Bedouin tribes.

This paper describes the current diversification strategies in the destinations Petra, Aqaba and Wadi Rum from a problem-centred perspective. In spite of the umbrella brand "Golden Triangle" the individual actors have not yet managed to put aside their own interests, enter into co-operations and utilise synergies. Each destination still attempts to strengthen its own market position. In this context a special focus will be on the new "National Tourism Strategy (2011-2015)" published by the Jordanian Ministry of Tourism in July 2011, which specifically addresses the outlined points but nevertheless fails to promote links between the three destinations.

- **Self-imposed managements in Ogasawara Islands and their academic capitals against World Heritage**
  Takayuki Arima (Department of Tourism Science, Tokyo Metropolitan University, Japan)

  Keywords: ecotourism, self-imposed management, mass tourism, academic capitals, World Heritage

  Ogasawara Islands, World Heritage listed islands in Japan, have unique social management rules for community-based ecotourism. This study ultimately aims to provide a matter what this island needs for management system in the future. This study firstly introduces island's unique self-imposed management system in order to overcome problems of common pool resources. It particularly focuses on a self-imposed rule on an island under the only agreement of guidelines between two governments. Failure to this agreement does not result in a legal penalty but the rules have gradually become more comprehensive and concrete. In other words, the self-imposed management system relies on the leadership of a public authority to address problems of common pool resources.

  However after the registration of these islands as a World Heritage Site in June 2011, these rules are going to face new challenges due to greater environmental pressures as a result of an increasing number of visitors. Some tourists after the registration have already complained to a way of tourism in the islands. These situations can indicate changes from strict ecotourism place to mass tourism place by the tourist side. On the other hand, many locals who are mainly dependent on tourism industry in the islands are struggling how to correspond to these situations. Some owners of guesthouses cannot dish individual tourists because of a large amount of dinners for mass tourists who are uncertain to come.

  A possible future management system of the islands is depending on capitalizing an academic network. Because many researchers have come for their works and locals have relatively high-educated backgrounds, they can build their academic capitals to manage these islands. It can be regarded as new management face of eco-mass-tourism place in self-imposed system.

- **Gender, still a power issue for use of public space by visitors and tourists?**
  Dominique Vanneste (Division of Geography; Research Group Tourism, University of Leuven, Belgium)
  Melissa Vandepoel (Division of Geography; Research Group Tourism, University of Leuven, Belgium)

  Key words: gender, safety, public space, paths, Brussels

  Literature mentions restrictions for female tourists travelling alone, on different scales: the macro level which implies restrictions female tourists experience when choosing their destination and the meso level which implies the paths walked and, in general, the use of public space, formed by self moderation and "staying where they [women] are meant to be" in terms of safety. Some recent research tends to indicates that the impact of gender decreases since the power of male oriented norms and values are challenged by the "women's liberation" which implies socio-economic independence and the development of tourism products oriented towards the specific wishes and needs of female tourists travelling alone.

  In our research we focused on the use of public space in (western) cities by organizing fieldwork among tourists and visitors in Brussels (Belgium). All categories of visitors were taken into account (man alone, woman alone, couples, groups) while focus was on a (hypothetical) gender difference in spatial paths

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(by mapping) , motivation and importance of the safety issue (questionnaire). The results suggest that, at least in this case, gender is barely an issue although a significant difference could be found for the critical aspect of safety. This is in contrast with the finding that, in practice, the topography of street related crime and the shape of walked paths do not match which underlines the subjective nature of the issue.

- **How to make a successful cultural event: case of the Constantin Exhibition**
  Andreas Kagermeier (Leisure & Tourism Geography, University of Trier, Germany)

  Key Words: Cultural Tourism, Roman Heritage, Staging, Events in cultural tourism

  The last decade has seen an kind of "EVENT-ization" in urban tourism. Today a countless number of events and festivals try to attract potential visitors. At the same time there is an expanding engagement to be seen in tourist destinations to present history and heritage by means of festivals, exhibitions or spectacles.

  The paper analyses the factors which have to be fulfilled when aiming at successfully conceiving historically oriented events in cultural tourism.

  The focus reaches from

  - consistency of the event with the core product of the destination

  - distinct identification of the target group and

  - appropriate orientation of the product

  - quality level and high-performance staging

  - the role of market-communication strategies

  - supporting collateral activities.

  The case study deals with the exhibition Emperor Konstantin (Konstantin-Ausstellung), which took place 2007 in Trier. Under performance criterions the exhibition has been a great success: instead of the predicted 250.000 visitors it attracted more than 350.000 with a great majority coming from outside the region.

  The success factors will be discussed. Nevertheless there are still some aspects which are left as a desideratum, mainly the lack of integrated innovative ways of staging the product. With a more performance orientated concept taking the audience on a thrilling journey into the past an even broader public could have been addressed and attracted.

  The contribution is based on empirical findings from a survey carried out by the authors in cooperation with the "Europäisches Tourismusinstitut ETI" and delivered to the contracting entity Ministry of Culture Rhineland-Palatinate.

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Session III: Governance aspects in destination development

Chair: Carolin Funck (Hiroshima University, Japan)

- **Destination Governance – A New Management Concept for Tourism Destinations?**
  Anja Saretzki (Institute for Urban and Area Studies (IFSK), University of Lüneburg, Germany)

  Keywords: destination governance, steering, destination management, networks.

  In tourism literature on destination management the governance concept turns up more often in recent times. Despite of the missing of a mainstream definition governance is about the way of coordinating societal interactions in the broadest sense. A closer setting of the definition of governance focusses on non-hierarchical steering and on societal self-organization. In this context the emphasis on multi-actor complexity, private-public-partnerships, participation, common welfare, local empowerment and the coordination logic of arguing and bargaining is important for destination governance. But when the governance term is used in tourism literature it is mostly not clear if it is just used as a alternative term instead of destination management from a network perspective or if we are talking about a new and changed paradigm of steering. But the concept is en vogue. So, the question to be answered deals with destination governance as a new concept for the management of destinations that can face the challenges of globalised tourism in the 21st century better than traditional management approaches.

  The paper focusses on the following questions: Is destination governance to be figured as a process or as a structure? Should the term used rather in an analytical or in a normative way? What means the shift from an actor-centric perspective to the concentration on structures and institutions for the governance of destinations? Does a different understanding of tourism space and spatial construction form the basis of the governance perspective compared to the management perspective? What are the advantages of the governance perspective compared to the management perspective? What role play collective action, shared goals and systematic communication? What is the part of destination management organisations with regard to meta-governance?

- **Change management of destinations: a new model based on the concept of stakeholder networks and participation**
  Alexander Schuler (BTE Tourismusmanagement, Regionalentwicklung, Berlin, Germany)

  Keywords: destination, destination governance, change management, power issues, stakeholder management, case study

  Increased academic attention has been paid to the necessity of change in tourism destinations and the aims behind it. Yet, implications on how to manage the planned process of change in a tourism destination are still missing. The research question has arisen how to manage the transformational process of change from a semi-structured tourism network to a competitive structure of a tourism destination as well as the management organization itself. Based on the community model of destinations, the paper focuses on the process of change and its different phases, strategies, instruments, problems and success factors.

  A single case study of the German destination Sauerland will outline the process of change realized during the period from 2000 to 2010. Using the Grounded Theory Method, central aspects of the so called "Sauerland Process" is identified and a theoretical model of change management of destinations is developed. The results indicate the existence of different phases of change, with top-down and bottom-up elements alternating. The influence and the role of politics as well as destination management organizations and the specific stakeholders of the destination are discussed. The main contribution of the paper is to support a better understanding of the transformation(al) processes of tourism destinations, while considering the regional and structural nature of tourism destinations. Furthermore, it should serve as a guideline for future research and provide orientation for organizations.

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- **Comparison of management styles of cross-border destinations: Lake Constance, Upper Rhine and the Catlins**

Tatjana Thimm (HTWG Konstanz, Germany)

Key words: cross border destination management, Lake Constance, Upper-Rhine, The Catlins

Cross border destination management is characterized by some extra challenges: national, district or county interests, different administrative structures, a high impact of politics, inequality of tourism infrastructures, power imbalances, incompatible positioning strategies, different innovation potentials and a strong heterogeneity of stakeholders. Some of these topics are always relevant in destination management, but are even of stronger importance in cross border destinations leading to a higher general complexity. Furthermore having an internal border might be of value for a destination or not, since this is depending on the role the border is playing in the management of the destination. With Lake Constance, the Upper-Rhine and the Catlins three cross border destinations will be compared according to:
- extension and boundaries
- complexity
- overnight stays and position in the destination life cycle
- management and organization
- drivers of cooperation
- importance of the border(s) and stage of cooperation.

Lake Constance and Upper-Rhine are both multi-national cross border destinations within Europe, whereas the Catlins has a district border within the country of New Zealand. The comparison of the three destinations leads to results that show factors of success and obstacles regarding cross border destination management, which faces specific requirements regarding governance structures. Politics and informal actions of stakeholders play an even more important role than in destinations without internal borders. The findings of this comparison provide deep insights for these specific destination settings, that bear elevated risks and influences from national and global developments.

- **Responsible Tourism Development at National Parks in Chile**

Philip Griesser (Leisure & Tourism Geography, University of Trier, Germany)

Keywords: responsible tourism, Chile, national parks

This publication discusses the question posed by responsible tourism as to how tourism in Chile's Protected Areas (PA´s), respectively in the 33 National Parks (NP´s), can be responsibly managed in practice. By following guiding principles for economic, social and environmental responsibility, the analysis points out how to meet the objectives set out in the Cape Town Declaration on Responsible Tourism (2002). Goodwin (2011) argues that the challenge is to ensure that tourism is used by the destination towards making it firstly, a better place to live in and secondly, a better place to visit.

The World Wide Fund for Nature (WWF 2003) states that responsible tourism should respect the rights and wishes of local people and provide opportunities for the wider community to participate actively in decision-making and consultations on tourism planning and management issues. The WWF (2004) furthermore points out that a well-funded, appropriately staffed protected area, with good environmental education and community outreach, and also with excellent enforcement capacity are the minimum critical ingredients for effective management in protected areas. While the current policy for concessions in protected areas seems to be heading in that direction, as yet there have been no studies or assessments in Chilean protected areas. Hendee et al. (2002) argues that as use increases, providing complex opportunities must be balanced with maintaining the natural and undeveloped qualities of wilderness. Cochrane et al. (2005) conclusively points out that the effective integration of responsible environmental, social and socio-economic practices and principles into day-to-day operations needs to be addressed with a coherent and integrated approach. Thereby, Goodwin (2011) argues that it is the responsibility of the locals to define sustainability for their protected area and to determine the issues that need to be addressed.

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Session IV: ICT related challenges in tourism

Chair: Diana Marquardt (Rhine-Waal University of Applied Sciences, Germany)

- **Novel technologies as challenges for the positioning of tourist destinations: Bucovina as a new tourist destination in a globalised world**
  <u>Heike Bähre</u> (bbw Hochschule – University of Applied Sciences, Berlin, Germany)
  <u>Ulrike Fergen</u> (Baltic College – University of Applied Sciences, Schwerin, Germany)
  <u>Annika Kessler</u> (Baltic College – University of Applied Sciences, Schwerin, Germany)

  Keywords: GPS, Tourist Information Systems, Mobility, Destination Management, Product Life Cycle, Tourism Marketing, Globalization

  The study applies to novel information technologies as instruments for shaping tourist destinations. GPS, B2B internet services, mobile travel systems can be used as means of the marketing facilitation mix in the destination marketing process. Nowadays the Bucovina is a cultural landscape in the border triangle Ukraine, Romania and Moldova.

  The authors explore the Bucovina's potential using appropriately these novel technologies as instruments to become an international and attractive tourist destination in a sustainable, quick and regulated manner. Literature, internet research, qualitative interviews and on site-observations serve to depict the Bucovina's initial position in respect of the destination's organizational, political, administrative and market structure (national and international supply and demand as a tourist destination).

  Based on the theoretical planning approach in destination marketing management, the Bucovina is regarded as a destination situated at the beginning of the product life cycle. It is assumed that novel technologies integrated in the Bucovina's marketing mix in a targeted way will lead to the region's advancement as an innovative and attractive tourist destination.

  Based on the evaluation of the case study findings, recommendations in terms of marketing strategies and practical examples shall be formulated for the Romanian Bucovina. These recommendations take into consideration also the interests of the neighbouring Ukrainian and Moldavian parts. If recommendable and realisable, necessary investments and structural adjustments shall be sketched. It shall be demonstrated in how far the Bucovina at the beginning of its product life cycle can profit from the introduction of novel technologies, how these technologies are challenges to attract faster and more tourists in a sustainable way in a globalised world.

- **The Impact of Social Media on the Information Process of German Hotel Guests**
  <u>Nadine Chehimi</u> (Leisure & Tourism Geography, University of Trier, Germany)

  Key Words: social media, hotel marketing, customer relationship

  Within recent years the Social Web has become a popular communication channel for people and companies. It is based on the so-called user-generated-content. For the first time, people who do not know each other can easily share opinions and experiences about products and services. While formerly they could mostly consider the information published by the company, they can access plenty of information sources today, independent from the

  personal circle of acquaintances. Especially for hotel products, where the services cannot be tried out in advance, experiences from other guests are important. The Social Web revolutionizes the guests' information possibilities.

  The importance of hotel review portals is unquestioned. However, the impact of the different Social Web channels on the information process still has to be analyzed. In order to evaluate the effects of the Social Web as a whole, an online survey was conducted in January 2012. Over 900 hotel guests from a German hotel chain, who all had recent hotel stays, were surveyed.

  The study presents answers to the following questions:

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- Which relevance do the different Social Web channels have for the guests' information processes and booking decision?
- Which factors determine the use of the different Social Web channels as an information source?
- How is advertising in the Social Web perceived and evaluated?

In the end, a new information model for hotel search processes is created, taking the Social Web fully into account. It will make the information processes more transparent as well as give hotels advises on how to successfully act in the Social Web.

- **Social media in urban tourism and their impact on information search and spatial behavioural patterns**

  Fanny Raab (Leisure & Tourism Geography, University of Trier, Germany)

  Keywords: social web, urban tourism, niche tourism, new tourist, tourist behaviour

  Summary

  With the rise of the social web, user-generated-content (UGC) is said to have gained in importance as an information source for travellers. However, it is not known whether and in what way the information provided in social networks, blogs or online travel communities is different from the information that can be found in traditional information sources such as brochures or guidebooks. Moreover, the question that spikes particular interest is that of whether the type of information source consulted by travellers has an influence on their behaviour when at the destination: Do social web users behave differently and maybe visit other places and attractions than users of "traditional" information sources?

  The central question this article tries to answer is to what extent the growing importance of the social web affects the information behaviour of travellers and their behaviour at the destination. This will be done with a particular focus on niche offers and attractions.

  Metropolises have been chosen as the main case study areas for this study, the reason being that their overwhelming amount of places to see and things to do makes intensive information search before or during a city trip almost indispensable. In addition, the variety of attractions they have to offer also provides them with the capacity to draw visitors beyond the beaten track.

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Session V: War Memorials and Tourism

Chair: Rudi Hartmann (Denver, Colorado)

- **Tourism and War: An Ill Wind**
  <u>*Richard Butler*</u> *(Strathclyde Business School, University of Strathclyde, Glasgow, United Kingdom)*
  Wantanee Suntikul (Institute for Tourism Studies, Mung Ha, Macau)

  The relationships between tourism and war are complex ones and have been so for several centuries. Contrary to the simplistic idea that tourism and peace have a positive relationship while tourism and war always have a negative one, war (and other forms of conflict) can produce positive benefits to tourism for communities affected by or involved in conflict. These positive benefits take place before, during and after conflict, depending on the specific circumstances and characteristics of the conflict, the location, the political and ideological contexts and the image of the conflict concerned. This paper discusses the above relationships, drawing on research published in a recent book (Tourism and War. A Complex Relationship) edited by the authors, and the place of tourism related to war heritage in the context of "dark" tourism. War is shown to have had both a positive and negative impact on tourism throughout history it is argued that this pattern is likely to continue in the future. War related heritage has become a highly valued tourism asset, and sites and artefacts related to conflicts have become major attractions to tourists, who are driven by a range of motivations to visit such locations. As events relating to historic conflicts approach anniversaries, interest in such sites is heightened, and promotion of such events has become a significant factor in tourism related development. Other forms of war related tourism include visitation related to personal heritage, revisiting sites of personal involvement by veterans of military campaigns, visiting friends and relatives in armed forces and more local leisure travel by military forces during leave periods. As well, the infrastructure created to serve war related purposes has proven to be of considerable value to the commencement of what is now contemporary tourism and can explain at least a part of the spatial pattern of tourism in many areas.

- **The transformation from 'war landscapes' to 'tourism memorial landscapes'**
  <u>*Myriam Jansen-Verbeke*</u> *(KU Leuven, Belgium)*

  The ambiguity of the term 'cultural landscape' arises from the connotation with a region and its territorial cultural capital. Tourism is surely one of the many vectors in the mutation process of cultural landscapes. The motives to map and label the diversity of cultural landscapes are closely linked with the current ambitions to mark 'themed' landscapes on the tourist map.

  War landscapes (e.g. WW1 War scapes) being revalorized in view of the Centenary (2014-2018) into landscapes of memories (memory scapes), are just one of the examples of tourismification of territorial capital. Cultural resources are considered as potential tourism products, landscapes with a unique history (rich on stories) as a setting for 'emotional tourist experiences' which are gradually appreciated as core business for the new cultural economy. Managing this type of landscape design requires a trans-disciplinary understanding of the vectors and actors in the process of changing values (created heritage scapes) and the intrinsic dynamics of tourism development (tourism scapes).

  A simplistic view on the transformation from cultural resources to tourism products is not longer adequate to understand the dynamics and hybrid impact of tourism. A network approach, based on the concept 'tourism scapes" , is required to fully assess the embedding of imported tourism activities in the present social and cultural context of destination areas. Above all the capacity to understand the process of creating or strengthening economic links between local initiatives and the global mediatised competitive arena in the field of heritage commoditization, is often missing. The use of war heritage resources for the development of an innovative cultural economy requires a realistic assessment of possible comparative advantages and, above all, skills and strategies to turn these into competitive strategies for the local economy. In addition, competitive advantages of war landscapes as destinations for cultural tourism are highly linked with national history and memories and with regional emotions, affinity and ambitions.

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The forthcoming Centenary of the Great War has mobilized many communities, governments and tourism officers, war and/or peace related organizations, in numerous countries, once involved in WW1, all with a specific agenda and various ambitions (memorial events). Numerous debates arise at different levels (local, regional, national, international), in the public arena (media) and lately also in the academic forum of historians and writers. There is and never will be a consensus on how to remember a war, the conflicts and the human tragedies. What is the mission of the scientific community in this memorial 'hype'?

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- **From triumph to reconciliation: rituals and tourism in Verdun**
  Sandra Petermann (Department of Geography, University of Mainz, Germany)

Until today, Verdun is one of the most important places of remembrance of WW I in Europe. Besides being a touristic destination, it is a place of national and private commemoration. My presentation on my research of spaces of remembrance and commemorative rituals of the battle of Verdun will focus on two different aspects:

First, I will discuss spaces of remembrance (political spaces of ideology, sacred spaces of faith, and historical spaces of knowledge) and the transformation meanings attributed to a place. There has been a change of Verdun from a place of heroic resistance after WW I to the capital of peace (in the 1960s and 1970s) and further on in the 1980s to the capital of reconciled Europe. Second, I will present some aspects of tourism in Verdun between "dark tourism" and "tourisme de mémoire".

I conducted this research in preparation of my dissertation (2002-2006). The empirical approach is made up of different methods: Qualitative methods (topical interviews with participants of the commemorative ceremonies and tourists, and expert interviews with tour guides), quantitative methods (494 tourists have been interviewed in 2003 without any claim for representativeness), analysis of historical documents, and participatory observations.

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- **War Memorials on the Western Front: British tourists and the embodiment of memory**
  Stephen Miles (University of Glasgow, United Kingdom)

  Keywords: Battlefield Tourism; Memory; Commemoration; War Monuments; Western Front.

  The Western Front in France and Belgium was a key area of conflict in World War One resulting in the deaths of 750,000 British and Commonwealth soldiers. The terrain and surrounding narrative has had a deep impact on the British national consciousness and thousands of tourists visit the region every year. To commemorate the dead and the 300,000 British soldiers with no known graves numerous memorials were built after the war and these play an important part in the tourist visit. This paper explores the relationship between war memorials and British tourists at the Western Front and seeks to broaden our understanding of the dynamics of memory and the meanings attached to memory sites.

  War memorials are acknowledged as important in stimulating collective and private memory and as foci for symbolism and ritual. They are viewed from both a nationalistic/patriotic standpoint as well as being central to private memory and grief. As physical 'markers' they act to stimulate memory and add poignancy to the tourist visit. This highlights contradictions in that memorials within the British domestic landscape are all but invisible but in the context of location at the battlefield sites themselves are afforded a special significance. The paper supports the idea that tourists have an important reconstructive role in 'reinscribing' and monumentalising places whose significance could wane and upholds the importance of 'memorial tourism'. It is further argued that the definition of memorials needs to be widened to encompass other lieux de mémoire such as battlescapes and larger culturally defined areas. This could also include tourist interpretation itself as a vehicle for memorialisation.

- **National Visitation on the Western Front: A Study of Some Great War Cemeteries**
  Caroline Winter (The Business School, University of Ballarat, Victoria, Australia)

  Key words: cemeteries; Commonwealth War Graves Commission; Great War; nation

  Military cemeteries are for many people, the most sacred and meaningful of the memorials built for the Great War (1914-1918). The cemeteries built by the Commonwealth War Graves Commission (CWGC) were located on the battlefields and as far as possible, the dead were buried close to where they fell. It is well known that despite their uniformity, each cemetery has its own story, and can be read as text, according to its location, the date it was established and used and the nature of the battles in which the soldiers fought. Historical studies suggest that visitation in the early years after the war by the bereaved and ex-servicemen reflected these characteristics. In recent years, interest in and visitation to the battlefields and cemeteries has increased, and many different types of people, with a range of motivations, including large numbers of tourists visit. This paper reports the results of an analysis of notations made by visitors in the visitor books at 70 CWGC cemeteries in France and Belgium.

  The study focused on the relationships between nationality and specific cemeteries. The majority of entries were from the British Commonwealth combatant nations (Britain, Australia, New Zealand and Canada), as well as France, Belgium, Germany and the Netherlands and approximately sixty other countries. Some national visitation can be linked to specific battles while other sites appear to attract visitors for a range of other reasons. The results help to provide a picture of visitation patterns which represent the contemporary relationships between visitors and individual cemeteries.

  Given the vast differences in the magnitude of visitation to the cemeteries, it is worthwhile to understand these patterns in order that the cemeteries can be protected and visitor experiences enhanced.

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Session VI: Local communities and small tourism businesses: Inequalities and exclusion in tourism development

Chair: Nicolai Scherle (Katholische Universität Eichstätt-Ingolstadt, Germany)

- **Addressing Inequalities and Exclusion in South Africa's Tourism Economy: The Tourism Enterprise Partnership**
  <u>*Christian M. Rogerson*</u> *(School of Tourism & Hospitality, University of Johannesburg, RSA)*

  Key Words: Inequality; Small Business; South Africa; Tourism Enterprise Partnership

  Under apartheid South Africa's tourism industry could be described as 'anti-developmental'. Historically, the tourism economy was dominated by white entrepreneurs and by large tourism enterprises. Since 1994 a number of initiatives have been launched to address the uneven development of the South African tourism economy, to support small business development and to encourage transformation in terms of greater participation by black entrepreneurs. In addressing historical inequalities in South African tourism, the role of the Tourism Enterprise Partnership (formerly the Tourism Enterprise Programme) is significant. From 2000 TEP pioneered a transaction-based approach and support channels for achieving job creation, small business development and transformation. TEP provides services in two principal ways. The primary intervention "entails helping large tourism enterprises, investors, small enterprises, and historically disadvantaged enterprises to identify viable linkage or business opportunities, and aiding the parties to turn the linkage or business opportunity into a business transaction". In addition, matchmaking support is provided to assist groups of both 'direct' and 'indirect' tourism SMMEs to link with large enterprises, both tourism enterprises and non-tourism enterprises. Since its institutionalization in 2008 the mandate of TEP has been expanded to include craft enterprises. This paper analyses the operations of TEP in facilitating the growth, development and sustainability of small tourism business in South Africa. It is argued that the changing funding model of TEP poses dangers for the continuation at scale of TEP's current support operations to extend market access opportunities for tourism small enterprises and achieve the goals of the organization for redressing entrenched inequalities in the country's tourism landscape.

- **Small scale and community-based tourism in the Mid-Rift region, Kenya: Current realities and future possibilities**
  <u>*Gesa Kobs*</u> *(Leisure & Tourism Geography, University of Trier, Germany)*

  Key Words: Community Based Tourism, Small scale private market actors, market access, Kenya

  During the last decades tourism projects of international NGOs and governmental cooperation in so-called "developing countries" have been focused on stimulating and facilitating small scale initiatives of communities and private stakeholders.

  Anyhow the success of those projects seems to be limited. The paper focuses on key aspects that are relevant for a successful participation in the market of small scale community and private market actors. Based on a case study in the Mid Rift valley in Kenya especially the aspects of product quality, market access and market communication will be analysed. Those key factors seem to be often neglected when international cooperation organisations are assisting community or small scale private projects.

  So the presentation can be understood as a plea for taking into account crucial market aspects and integrating tourism professionals in respective cooperation projects. Perhaps international aid is still too much focusing on the positive effects of poverty alleviation and neglecting to a certain extent the necessities for successful market participation. Capacity building should include and respect the basic frame conditions of the tourism market.

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- **Improving Sustainability of Tourism Development through Enhancing the Role of Local Communities – The Case Study of County-based Rural Tourism in Yangshuo, China**

  Xiaoyang Yang (Department of Human Geography, Georg-August-University of Göttingen, Germany)
  Tobias Reeh (Department of Human Geography, Georg-August-University of Göttingen, Germany)
  Werner Kreisel (Department of Human Geography, Georg-August-University of Göttingen, Germany)

  Key words: Sustainability, tourism development, role of community, China

  Sustainability issues in tourism have received increasing attention over the past decades internationally. According to the recommendations of UNWTO and UNEP, the role of local communities in tourism destinations is in the focus of scientific research. The present paper examines the relevance of local communities in Yangshuo, one of the rural tourism areas of China. Since the 1970s, tourism has become an important sector of China's economy and the country emerged as a noticeable source market for international tourism. In the 1990s, also the county-based rural tourism experienced a considerable increase.

  The fast economic growth in China induced great regional disparities between highly developed urban areas and the economically more backward rural zone. To alleviate this imbalance, rural counties with rich natural and cultural resources try to promote tourism as a means to lessen the growing gap. Utilizing tourism as an instrument for regional development leads to the discussion of fitting the specific local situations. In this regard, it is important to advance a tourism which meets the standards of sustainability, including the participation of the local population. For this reason, understanding the role of local communities in tourism destinations is of increasing importance. The present paper examines the relevance of local communities in Yangshuo, one of the earliest and outstanding county-based rural tourism destinations in China. Here the first sustainable tourism observatory in China proposed by UNWTO was built up in 2005.

  Taking Yangshuo as an example and using qualitative methods (e. g. literature review, interviews), this paper aims to analyze the close relation of the local community's role and the development of the county-based rural tourism in China. It shows clearly that local communities can actively influence tourism progress (e. g. innovation, cultural exchange, entrepreneurship). Furthermore, tourism sustainability can be improved through enhancing the role of local communities.

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- **Space, Place, and Community: Seven Important Factors of the Resident Experience in Mountain Resorts**

  <u>Kathleen Scherf</u> (Department of Communications, Thompson Rivers University, Kamloops, British Columbia, Canada)

  Key words: Local Communities; Tourism Development; Mountain Resort Experience.

  "The making and consuming of tourism takes place within a complex social milieu, with competing actors drawing into the 'product' people's history, culture, and lifestyles. Culture and people then become part of the tourism product." Professor Peter Burns, University of Brighton

  The mountain resorts of Europe, as far as snow sports destinations, were largely developed well after local communities were already established in the given resort area. This is also the case for a number of mountain resorts in British Columbia, Canada, such as Fernie and Whistler, where the activities of resource-based industries engendered the need for residential and commercial activity.

  However, some mountain resorts in British Columbia, and in other places in the "new world," were first identified for their snow sport potential, developed as a snow sports "field" or area, and then, through the process of Master Development Plans, communities were planned and constructed. Sun Peaks Mountain Resort, just north of Kamloops, is a typical, and successful, example, celebrating its fiftieth anniversary this season. The Village at Sun Peaks is home to 550 permanent residents.

  The extraordinary community spirit expressed by the local residents and businesses is part of the Sun Peaks "experience." Guests to Sun Peaks consistently comment on this aspect of their visit, and local residents regularly articulate their enthusiasm and pride in providing a unique part of the Sun Peaks experience. It is difficult for the Resort Corporation and Tourism Sun Peaks to brand this, as the role of "community spirit" in tourism endeavours is often described as "intangible."

  This paper deconstructs that "intangible" by identifying the repeated social practices in the local residential community that purposely and structurally intersect, co-ordinate, and complement the core business practices of the commercial enterprises within the Sun Peaks Mountain Resort community. In particular, the paper focuses on tracing a number of specific "grass roots," local initiatives that have been proposed to and then endorsed and supported by the Resort Corporation, promoted through Tourism Sun Peaks, and which then play a unique role in deepening the guest's Sun Peaks "experience," as well as building the local community, often resulting in not only guest return visits, but also in real estate sales.

  "The community will work for tourism, if tourism works for the community." Professor Simon Milne, New Zealand Tourism Research Institute.

  To provide international context, comparison and relevance, this primary research methodology will be replicated for the Australian mountain resort Thredbo, the development of which mirrors that of Sun Peaks. The comparative results should prove interesting.

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Session XI: Tourism in rural areas

Chair: Felix Jülg (Wirtschaftsuniversität Wien, Austria)

- **Rural Destinations Between Tourism Development and General Public Services**
  <u>**Monika Rulle**</u> *(Institute of Geography und Geology, Ernst-Moritz-Arndt-University Greifswald, Germany)*

  Keywords: Rural Areas, Demographic Change, Health Tourism Destinations, General Public Services, Shrinking Communities

  In recent years, health tourism destinations in rural areas of northern Germany have been strongly influenced by fundamental demographic chances. Migration preferably to the western states of Germany primarily by the young (and often female), better educated groups of people had a significant influence during the past twenty years to the population in the region. This resulted in an unbalanced population, leaving behind an older population with a significantly smaller labour force.

  In the decades to come, tourism in peripheral regions of certain areas of northern Germany will increasingly face the problem to find enough employees in general, and this problem is even more dramatic for higher qualified jobs like nurses and physicians. However, they are essentially in order to provide medical treatments in rehabilitation clinics and specialised hotels. Already now, peripheral destinations have severe problems in filling their positions with adequately trained staff. As Germany is facing in general an increasing lack of physicians as well as nurses, these rural communities are the first to experience the effects of shrinking regions. The effects are therefore dramatic for providing medical services for the local community as well as tourists in health destinations.

  Until recently, in general, offers for tourists have been seen mainly as specifically touristic rather than an opportunity to create a stronger attractiveness for the inhabitants. Ever less inhabitants mean less tax income for the local community and less possibility to create an attractive surrounding for inhabitants. In the future, tourism infrastructure needs to be developed further in order to meet the needs of the local community to break the vicious circle of shrinking communities.

- **Rural Tourism as a Means to Mitigate Economic Disparity in Japan**
  <u>**Munehiko Asamizu**</u> *(Graduate School of East Asian Studies, Yamaguchi University, Japan)*

  Keywords: rural tourism, urban-rural exchange, Japan, Yamaguchi Prefecture

  Due to the centralization of economic activity in Tokyo, depopulation and the loss of industry have been serious problems in rural towns and villages in Japan since the 1960s. Several comprehensive National Development Plans have been implemented by the Japanese government to fight rural depopulation, but they have not been effective. As an alternative solution, the Japanese government is looking at the importance of urban-rural exchange. One typical example is rural tourism in depopulating areas.

  Since the end of the bubble economy in the early 1990s, the peace and quiet of rural areas has been seen as an increasingly attractive escape for competitive urbanites. Outdoor onsens (Japanese hot springs), hill climbing and easily accessed nature-based activities have become popular among people in Tokyo, Osaka, Nagoya, Fukuoka and other urban areas. The Green Tourism Law of 1994 established "light" green tourism projects that include rural shopping at michinoeki (roadside stations that often contain farmers' markets and sell unique local products), one-day agricultural experiences and weekend farm stays.

  This rural tourism has one weak point in Japan. As farming inn owners and farming instructors are aging, they must be replaced the succeeding generation for this system to continue. To sell rural living to the younger generation, some villages and towns are organizing rural excursion tours for primary and secondary students. In the case of Yamaguchi Prefecture in the far west of Honshu Island, Suo Oshima has seen success in this area, and other towns are trying to create nature based rural tours with the same theme.

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- **Second Home Owners' Relation to Rural Destinations: A Swedish Perspective**

  Dieter K. Müller (Department of Geography and Economic History, Umeå University, Sweden)

  Abstract: Most second homes in the Nordic countries are located in rural areas. However, recent research has hardly acknowledged this fact and instead searched for motives of second home ownership in the microcosm of the family and the individual. In contrast the role of different rural destinations for second home ownership has been theorized only weakly. Thus the integration of second home owners in rural destinations is debated; sometimes second home owners are perceived as alien to rural areas and their presence as a threat to rural traditions and communities, sometimes they are depicted as well oriented regarding the challenges facing rural communities and engaged in local issues not least because they have a background in rural areas. In this paper it is argued that the situation in rural destinations differs dependent on their location towards urban agglomerations and on the composition of the second home stock. Hence, rural second home tourism should not be seen as one phenomenon, but rather as a set of different processes. The paper draws on results from a national questionnaire among ca 2000 Swedish second home owners in 2009. Results are analyzed using descriptive statistics and regressions analysis. Tentatively results indicate that a considerable share of second home owners indeed have previous experiences of rural life. However, the idea that most second home owners have been rural dwellers previously is hardly applicable for all rural destinations. Instead it is urban dwellers that mainly show interest in second homes. Their focus is however on second homes in urban hinterlands and resorts. Thus it can be stated that despite an interest for rural areas, relations to local populations is limited. Instead, in many cases second home areas become 'communities in communities'.

- **The Impact of World Heritage Tourism upon the Local Rural Area: The Case of Horse-Riding Tourism in the Villages around Lashihai Lake, Lijiang**

  Guoqing Du (College of Tourism, Rikkyo University, Niiza-shi, Saitama; Japan)

  Keywords horse-riding sightseeing, world heritage, Lashihai Lake, Old Town of Lijiang

  Located in the Northwestern China, the Old Town of Lijiang in Yunnan Province became one of the most popular tourist destinations since its registration of World Heritage in 1997. The visitors increased significantly and the development of tourism has created a great impact upon not only the Old Town itself but also the suburban villages and agricultural areas. Visiting of a big amount of tourists for horse-riding leisure changed the villages around Lashihai Lake, which is located about 10km from the Old Town of Lijiang, into one of the a-day-trip destinations. By this research, we try to investigate the development and collaboration management of horse-riding sites in each village, and clarify the impact of peasants' independent tourism management upon local society and world heritage tourism.

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Session VIII: Innovations in tourism development

Chair: Monika Rulle (Leuphana University Lueneburg, Germany)

- **Agrifood meets Agritourism – Outlining a new trend in Cypriot tourism Industry**
  Werner Gronau (Leisure and Tourism Management, University of Applied Sciences Stralsund, Germany)
  Rudi Kaufmann (School of Business, University of Nicosia, Cyprus)
  Yianna Orphannidou (School of Business, University of Nicosia, Cyprus)

  Keywords: Tourism, Culture, Authenticity, Food, Cyprus

  The paper describes agrifood to be the mediator for the intensifying relationship between tourism, agriculture and identity. Especially, it emphasizes the agrifood potential for representing national heritage and for providing authentic experience which is an emerging key motive for a specific tourism consumer segment. In addition, the current social trend towards quality eating habits has increased the consumers' appreciation of agrifood products. In this context, agrifood products are considered an essential element of special interest tourism and, more specifically, a gastronomic tourism resource. Agritourists increasingly enjoy the opportunity to experience the farm community, such as embarking on farm tours or celebrating agriculture festivals. The various industries involved amalgamate around a single economic goal: the local development of areas traditionally regarded as subsidiaries. Often marginalized local areas and communities should be provided with the opportunity to be financially viable by promoting the production of local and traditional food products. The case study of Cyprus, a Mediterranean island, illustrates that food products like olive oil, wines, halloumi (Cyprus cheese) and carob products support the local development and provide the lion share of income for the 'agriproducers'.

- **Cultural routes – an aspect of creating receptive offers for city marketing and tourism in Barsinghausen by public transport**
  Stephan Kinsner (SGB - Stadtentwicklungsgesellschaft Barsinghausen, Germany)

  Der Öffentliche Personennahverkehr (ÖPNV) ist ein wichtiges Element für die infrastrukturelle Erschließung eines Standortes. Durch den ÖPNV haben Einwohner, Gäste und Touristen die Möglichkeit, ohne die Nutzung eines eigenen Fahrzeugs, Distanzen im urbanen und regionalen Raum zu überwinden. Insbesondere für Klein- und Mittelstädte bisher weitgehend unbeachtet ist dabei die Tatsache, daß so eine Interaktion mit dem Raum stattfindet, die innovativ und mit geringem finanziellem und personellem Aufwand für Stadtmarketing und Tourismus genutzt werden kann. In der Stadt Barsinghausen wurde auf Initiative des Stadtmarketings in Zusammenarbeit mit der RegioBus GmbH ein neues Instrument der touristischen Vermarktung entwickelt, daß sich überregional erweitern läßt – die „Kulturrouten" des ÖPNV.

  Ausgangslage: Der Öffentliche Personennahverkehr (ÖPNV) ist praktisch flächendeckend in der Stadt Barsinghausen vorhanden. Er wird nicht nur von Einwohnern, sondern auch von Gästen und Touristen genutzt und ist somit Baustein der Willkommenskultur. Synergieeffekte von Kulturgütern und Kulturlandschaften mit Stadtmarketing, Tourismus und ÖPNV werden in Barsinghausen zukünftig durch die „Kulturrouten" des ÖPNV erzeugt. Insbesondere Busrouten des ÖPNV werden bereits in Großstädten touristisch vermarktet und sind überregional bekannt. Das Konzept ist auch auf Mittel- und Kleinstädte übertragbar und kann ein neues Element im Stadtmarketing und Tourismus werden. Bisher bleibt dieses Instrument der Kulturrouten den größeren Standorten vorbehalten, an denen die Aufarbeitung häufig extern durch die Beschreibung in kommerziellen Reiseführern und Reisemagazinen erfolgte. Auf Initiative des SGB Stadtmarketing werden in Zusammenarbeit mir der RegioBus GmbH initial zwei Buslinien inhaltlich aufgearbeitet. Es besteht die Option auf Erweiterung. Ein Eingriff in Linienführung und Frequentierung ist dabei nicht notwendig, sondern die Linienführung wird vielmehr selbst Element der Standortwerbung. Nicht direkte ökonomische Effekte sind bei dem Projekt von Bedeutung, sondern das resultierende Image als weicher Standort- und Werbefaktor für Stadtmarketing, Tourismus und ÖPNV.

  Zielsetzung: Eine Kooperation mit dem Anbieter des ÖPNV ist vor allem im extraurbanen Raum unabdingbar für die Aufarbeitung der Routen. Der Arbeitsaufwand liegt in Barsinghausen beim

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Stadtmarketing. Die Kulturrouten sind ein Pilotprojekt, das bei erfolgreichem Verlauf und positiver Resonanz auf andere lokale und regionale Linienführungen übertragbar ist. Die Aufarbeitung der Routen erfolgt parallel zu der Dokumentation der Methodik, um den Prozeß der Aufarbeitung nachvollziehbar zu machen und künftig einfacher zu gestalten. Wichtiges Ziel muß es in diesem Zusammenhang sein, den Arbeitsaufwand des Projektes grundsätzlich im lokalen Stadtmarketing bzw. beim lokalen touristischen Leistungsträger anzusiedeln. Beide Akteure haben Zugriff auf lokale Archive, die mit Bild- und Textmaterial Grundlage für die Kulturrouten sind. Technisch erfolgt kein Eingriff in die Organisation des ÖPNV, es müssen weder Linienführungen noch Frequentierungen geändert werden. Für die Anwendung bieten sich durch die spezielle Interaktion mit dem Raum Buslinien an, standortabhängig lassen sich auch Bahnlinien aufarbeiten. Durch temporäre oder dauerhafte Migrations- und Transitbewegungen kann die Aufarbeitung ein dynamisches interregionales Element werden, das durch die inhaltliche Aufarbeitung zeitgleich standortindividuell bleibt. Für eine gebündelte überregionale Wahrnehmung wurde ein Corporate Design mit der RegioBus GmbH abgestimmt, das durch Logos der Stadt Barsinghausen ergänzt wird. Als Format bieten sich im Pilotprojekt mehrseitige Flyer an, da sie u.a. in Bussen über vorhandene Halterungen für Prospektmaterial sowie als Download auf der Internetseite bei der Stadt Barsinghausen und der RegioBus GmbH zur Verfügung gestellt werden können. Ziel ist es insgesamt, den Standort durch ein bereits vorhandenes und neu interpretiertes Element zu stärken.

Methode: Aus der Vielzahl vorhandener Linienführungen der RegioBus GmbH wurden für einen ersten Schritt exemplarisch zwei Linien ausgewählt. Innerstädtisch wurde die Linienführung des Stadtbusses Barsinghausen gewählt. Diese Linie eignet sich durch Fahrtdauer und Streckenführung zur Entwicklung der Methode der Aufarbeitung und für Nachkorrekturen. Die zweite ausgewählte Buslinie ist ein Teilstück der Linie 570, da diese Linie über verschiedene Ortsteile durch das Calenberger Land nördlich von Barsinghausen fährt. Eine intrakommunale Linienführung über Ortsteile, beginnend und endend am z.B. am ZOB/Bahnhof, ist nicht vorhanden. Zukünftig setzt dies interkommunal eine Zusammenarbeit zwischen Stadtmarketing und touristischen Leistungsträgern in verschiedenen Städten voraus. Die Teilabschnitte können dabei eigenständig bearbeitet werden und werden im Corporate Design zu einer Kulturroute zusammengeführt. Eine Rundtour ist nicht notwendig, da auch Abschnitte einer Linienführung als Kulturroute kommuniziert werden können. Für die Aufarbeitung ist ausschließlich die Strecke selbst relevant und nicht Ziel- oder Haltepunkte. Die Streckenführung selbst wird zum touristischen Element und ergänzt so mit dem ÖPNV oder Individualverkehr zu erreichende Ziele. Nach der Auswahl der Linien werden Haltepunkte gelistet und die Streckabschnitte zwischen den Haltepunkten numeriert. Anhand dieser Aufstellung werden im Archiv der Stadt Barsinghausen Text- und Bildbeschreibungen zusammengestellt. Aufgrund rechtlicher Bestimmungen sind Stadtarchive bundesweit vorhanden und können somit als Grundlage für die Ausarbeitung der Kulturrouten gesehen werden. Notwendig für eine einheitliche Gestaltung sind methodische Vorgaben bei Textlängen und Bildumfang durch das Corporate Design der RegioBus GmbH.

Ergebnis: Die Aufarbeitung der Routen ist kein primärer oder zusätzlicher Wirtschaftszweig für die RegioBus GmbH, sondern vielmehr zusätzliches Marketinginstrument sowie eine neues Instrument der Willkommenskultur für Stadtmarketing und Tourismus. Durch dieses Instrument können der Standort und der ÖPNV, insbesondere Buslinien, eine neue Aufmerksamkeit erfahren. Eine laufende Projektbearbeitung ist nach Abschluß der Aufarbeitungen nicht notwendig. Mit minimalem Aufwand wird der ÖPNV durch festgelegte und beschriebene Methoden ein neues Element im Stadtmarketing und Tourismus und kann, sowohl für den Standort insgesamt, als auch den Anbieter des ÖPNV selbst, ein neu interpretierter Imageträger werden. Es entstehen neue und für andere Standorte übertragbare Synergieeffekte zwischen Stadtmarketing, touristischen Leistungsträgern und Anbietern des ÖPNV. Die Aufarbeitung weiterer Routen ist voneinander unabhängig, kann jedoch in weitere Publikationen übergehen, beispielsweise einer Gemeinschaftspublikation. Eine Kombination mit Attraktionen, der Besichtigung von historischen Bauten, Parks in Kulturlandschaften etc. ist insbesondere für Flächendestinationen möglich. Für Gäste, Touristen und Einwohner sind kulturell aufgearbeitete Routen des ÖPNV eine Möglichkeit, eine neue Verbindung mit dem Standort herzustellen. Fahrtstrecken werden als Freizeitwert nutzbar gemacht und bekommen so einen neuen ökonomischen Aspekt.

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- ## Professional complaint management as a challenge for tourism industry

  Natalie Stors (Leisure & Tourism Geography, University of Trier, Germany)

  Key Words: Complaint management, CRM, customer loyalty

  Before the background of a more intense competition in tourism and the paradigmatic change towards a a buyer's market, the importance given to customer satisfaction and customer loyalty with a certain focus on the customer life-cycle has significantly risen In the last years.

  However the significant role of complaint management as one of the key aspects for a successful customer relationship management is still underestimated if not sometimes neglected in wide parts of the tourism industry.

  Taking as an example an in-depth analysis of the complaint handling process in an international tourism enterprise it can be shown, that there is a lack of professionalism on different steps in the complaint handling chain. Options for a more comprehensive complaint management will be discussed, including systematic monitoring of complaints, empowerment of contact person at the customer interface and comprehensive rules for reactions.

- ## The Innovative Potential of Inbound Tourism in Japan

  Carolin Funck (Graduate School of Integrated Arts and Sciences, Hiroshima University, Japan)
  Malcolm Cooper (Ritsumeikan Asia Pacific University, Jumonjibaru,Japan)

  Keywords: Japan, innovation, tourist destination, inbound

  In contrast to the rapid development of outbound tourism since the 1980s, inbound tourism has played a minor role in the development of tourism in Japan until 2002, when the Japanese government embarked on a policy of active enticement of foreign tourists. This policy developed from a background of stagnating regional economies, declining mass tourism destinations and an ageing population and therefore regional development was one of its aims. In consequence of active promotion, but also pushed by the economic development in neighbouring countries, visitor numbers have almost doubled from 4.771.555 in 2001 to 8.350.835 in 2008; since then, economic downturn, political problems and finally disaster have taken their toll and the stated goal of ten million visitors has not yet been reached. However, while their contribution to the overall Japanese tourism market is still well below 10%, foreign tourists spread unevenly across the country and play an important role in some destinations. Their regional distribution differs for each nationality and is influenced by a range of factors like motivation, transport, regional promotion efforts, guidebooks or images. As a result, some regionally restricted inbound clusters have evolved. This paper will compare three destinations (Beppu, Takayama and Miyajima) and examine the development steps as an international tourist destination and the role public and private agencies have played. It will then introduce the result of a survey conducted with Japanese and foreign tourists to assess differences in motivations, preferences, destination image and behaviour. Finally, it will draw on interviews with key persons from tourism associations and accommodation industry and on a survey of small-scale business to examine innovations incised by the increase in foreign tourists. Through these three steps of analysis, we will assess the impact of international tourism on the reconstruction, stabilisation and innovation of destinations in the Japanese tourism market.

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Chair: Macià Blázquez-Salom (Balearic Islands University, Spain)

- **Tourism landscapes and heritage in change. Tallinn/Kadriorg case (Estonia)**
Tiit Kask (Estonian School of Hotel & Tourism Management EHTE, Tallinn, Estonia)
Ain Hinsberg (Estonian School of Hotel & Tourism Management EHTE, Tallinn, Estonia)

Key words: seaside resorts history, Butler model, Tallinn, Estonia

The main factor which crucially influenced the tourism development in Estonia is the formation and transformation process of the first generation (also in the context of the Baltic Sea Eastern Rim) of Estonia's seaside resorts – historical harbour and coastal towns such as Tallinn, Haapsalu, Pärnu and Kuressaare.

So far the story of Kadriorg (Kadriorg means "Catherine's Valley" in Estonian, this derives from the Catherinethal, today known for its park, museums and Presidential Palace) in Tallinn as the first Estonian resort has not been researched properly. Still, hundred years (1813-1914) of the prime resort in the Russian empire allow to analyze it as a „classical case" by using the revised Butler model of tourist destination development. During the late 1820s and the early 1830s Kadriorg was being developed as one of the most important resorts in Russia and the palace was named as Imperial Palace of Recreation and Amusement in Catherinenthal. 1830s-1840s were the peak of the heyday of Kadriorg. Kadriorg maintained the image of a charming seaside resort until the end of the 19th century. The negative environmental impact caused by the rapid development of the port and the industry in 1880s and 1890s had also damaging influence on the reputation and further development of Tallinn as a seaside resort. By the turn of the 20th century Kadriorg become the residential district of wealthy Tallinn bourgeoisie and step by step lost the status of the seaside resort at all.

This paper aims to analyse the transformation process of Kadriorg - one of the most attractive seaside resorts and tourism destinations of Estonia. The specific goal is to identify through revised version of Butler's model the main milestones and key factors influencing this transformation process at different stages of establishing the status of the First Imperial Seaside Resort of Russia.

- **20 Years of Latvia in the Global Tourism System: Changes of Spatial Structures, Cluster Formation, Significant Destinations and Their Branding**
Maija Rozite (School of Business Administration Turiba, Riga, Latvia)
Andris Klepers (Vidzeme University of Applied Sciences, Valmiera, Latvia)
Aija van der Steina (School of Business Administration Turiba, Riga, Latvia)

Key words: destination, Latvia, post-soviet, cluster, spatial structures, branding

Latvia is one of the destinations that has been operating in the global tourism system for only a relatively short time since the fall of the Soviet socialistic system and regaining of independence. The aim of the re-search is to identify and map dynamics of Latvian tourism spatial system, with defining the key factors that have caused these changes and stressing the most important ones for the future development.

The research was carried out from 2008-2011 in the whole Latvian territory using complex set of meth-ods: mental and cognitive mapping, semi-structured interviews with entrepreneurs' (n=219), visitor' survey (n=938), focus groups interviews, GIS spatial analysis tourism development data.

As a result of the research a complex map of the tourism spatial structure was obtained, identifying the dynamics of local tourism destinations and tourism cluster structures and hierarchy for the first time. The key factors that influenced these changes have been analysed and ranked. Special attention has been paid to the role of factors such as global opportunities and accession into the EU, economic transition of post-soviet period, establishment of destination management organisations, role of municipalities in promoting tourism destinations and development of cluster and micro-cluster initiatives.

Significant changes have occurred in comparison to historically developed structures and Riga as a capi-tal city strongly dominates in the tourism market. New attractive destinations have also emerged. Sig-

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nificant changes have occurred at the local scale as researched in expansion of the Riga tourist precinct and formation of new tourism clusters.

The research reveals the role of branding in formation of tourism clusters as well as reviews the role of branding in developing the recognition of the clusters formed. At the same time it should be acknowledged that EU supported initiatives of cross-border tourism structures have not achieved great success yet.

- **Developing step tour and ecotourism along the Silk Road**
  Dr. Obidjon Khamidov (Tashkent state university of economics, Tashkent, Uzbekistan)

  Keywords: silk road, tourism infrastructure, tourism policy, market synergy, ecotourism market.

  "Already Silk Road countries account for 30 percent of international tourism arrivals and 20 percent of international tourism receipts," said Taleb Rifai, the secretary-general of UN's World Tourism Organisation (UNWTO). The 21st century may well end up being a century of travel revolution." The location of Uzbekistan is the right place where connects Asia with Europe and very convenient country to develop tourism in this region. The objective becomes more important due to the fact that Uzbekistan represents one of the core points of the Silk Road system – a network of routes which for centuries served as a vital cultural and trade link between the East and the West. The routes connect China, Southern Asia and Africa with European ports.

  The main barriers of tourism development in Uzbekistan are the system of visa support, infrastructure underdevelopment, internal and international relations of local tourism institutions, lack of qualified human resources. A consideration of tourism as a resource for communities rather than vice versa might also encourage a discussion of wider and more innovative types of tourism development than are typically considered. Discussions of tourism options for rural and peripheral regions tend to focus on forms of tourism that have been established in other contexts.

- **Morphology, Governance and regulation of coastal tourist destinations - guidelines for planning and conflict mitigation**
  Carlos Cardoso Ferreira (Centro de Estudos Geográficos, IGOT, Univerity of Lisboa, Portugal)

  Artificial surfaces in coastal zones increased in almost all European countries in the last decades, namely during the 1990s in coastal areas of Portugal, Ireland and Spain. Residential sprawl and economic restructuring has been a driver for infrastructure development, which has pushed the development of a diffuse pattern of residential settlements adjacent to or disconnected from urban centres, mostly for tourism/leisure purposes.

  Tourism in coastal areas bring about conflicts between the benefits it provides for the economy and for the social environment, and its heavy impact in terms of i.e. urban sprawl, linear urbanisation, pressure on sensitive areas, for natural and built coastal environment. Therefore, the need for a proper planning process is widely recognized as a key issue when looking at coastal areas, as they concentrate a significant share of tourism supply and demand. The fast and intensive land occupation with tourism and leisure activities on coastal areas, while normally generates multiple conflicts and problems, also raise new challenges to development and spatial planning. In Portugal, several patterns of tourism development have caused many regional and local disqualification and malfunctions. In some cases, they also generated serious sustainability problems, both for the activity and the territory. Articulation problems arise either with the integration of fragmented patterns of urbanisation and urban sprawl or with enclosed developments and resorts.

  The underlying rationale of this paper is to discuss the inter relations, dependencies and causalities between tourism – as an economic activity - and the territory as its background. It will focus on the bi-directionality of this link, that is, on one hand the "touristification" of local and regional development and, on the other, the spatial approach of tourism development. The main focus is about design, governance and regulation of tourism spaces for an integrated planning approach on the coastal regions of Portugal.

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Session X: Tourism heritage in change

Takayuki Arima (Tokyo Metropolitan University, Japan)

- **Historic gardens as touristic areas of relaxation and tranquillity with great potential for the future**

Tim Harms (Leisure & Tourism Geography, University of Trier, Germany)

Key Words: Historic gardens, park tourism, target group segmentation

Historic gardens have to be considered a niche segment on the modern tourism market. In contemporary touristic literature and research these do not take an important position. Nevertheless, historic gardens are a part of the touristic market with great potential. Regarding recent social developments and trends within the western culture this segment seems to have especially good chances for future development.

One of the core factors for professional product placement in the tourism niche segment of historic gardens seems to be a professional marketing, which is often missing. Many decisions are being made spontaneously and intuitively. As a basic condition for successful marketing comprehensive target group segmentation has to be implemented. Unfortunately the standard segmentation is rather general and does not respond to the specific characteristics of the ensemble. This article will introduce advantages of a specific segmentation for historic gardens, using the positive example of the target group segmentation of Dyck Castle and gardens. Though it is going to identify the chances and will present strategies for a successful use and marketing of historic gardens.

- **Dinosaurs, Mammoths and other Heavy Weights at Paleontological Heritage Destinations: The Question of Critical Mass in Educational Tourism Development**

Rudi Hartmann (Dept. of Geography and Environmental Sciences, University of Colorado, Denver, USA)

Keywords: Paleontological resources, heritage destinations, geoparks, critical mass theory

This paper is about two related issues. In a narrow sense, it focuses on the increasing popularity of dinosaur and ice age mammal fossil sites, and, on a more general level, it raises the question of whether there is a need for 'critical mass' in educational tourism development.

In recent years, paleontological & geological heritage sites have attracted considerable attention. In the U.S. more than a hundred destination sites have been established which house a visitor center and/or a museum on location. Worldwide, a new type of destination has been recognized: Geoparks. This UNESCO supported designation has been awarded to 87 areas in 27 member countries. The Morrison-Golden Fossil Areas National Natural Landmark on the western periphery of the Denver Metro Area, with Dinosaur Ridge as its main attraction, is in the process of applying for the international geopark status. Does the area have the 'critical mass' to be recognized as such? What are general rules for being successful as a paleontological & geological heritage destination?

It is argued here that most heritage sites that are publicly listed for their outstanding paleontological and geological resources are marked a) by the dominance of fossils from larger animal species, e.g. dinosaurs from the Jurassic and/or Cretaceous or big mammals from the ice age period such as mammoths or mastodons and b) by a diversity of fossils or several types of phenomena that can be associated with the site. It is evident that body size and magnitude of the featured attractions are crucial for attracting visitors of this type of destination. Examples from Colorado will be shown and discussed.

The observation that critical mass matters in the development of such sites may apply to a wide range of natural and cultural attractions and different categories of heritage destinations. In the final part of the paper the critical mass theory first developed in physics and later applied to social phenomena will be examined: Are theoretical implications from the natural sciences appropriate or useful for the better understanding of tourism dynamics?

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- **Language, Heritage and Tourism in Sabah, Malaysian Borneo**
  __Prof. Dr. Alan Lew__ (Northern Arizona University, Flagstaff, Arizona)

  Keywords: Language, Linguistics, Dialects, Communication, Heritage, Social Capital, Commodity, Malaysia, Sabah

  Language speaking issues in tourism have tended to more on their role as a barrier to communication between hosts and guests. However, language and dialects are also among the most significant forms of heritage that is deeply ingrained in the identity of people and places. Understanding language as a heritage resource requires three levels of analysis, including (1) the broad context of how language has evolved in a place over time, (2) the dynamic forces at play in the ongoing process of languages evolution and change, and (3) the ways that language is intentionally manipulated for political and economic goals. These have corresponding manifestation in a destination's tourism environment, including place names, language museumization and reenactments, language learning (classes), language brokers (guides), and language in place making and branding. Nuances in these forms are Illustrated with examples from the multiethnic state of Sabah, Malaysia.

- **Jewish Hiloulas and Pilgrimages in Morocco: Essay about a less known form of religious tourism in Morocco**
  __Brahim Elfasskaoui__ (Meknès)

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Session XI: Achieving sustainability in tourism

Chair: Jarkko Saarinen (University of Oulu, Finland)

- **Shifting the Discourse from Growth to Sustainability: New Approaches to Governance in Resort Destinations**

  <u>*Alison M. Gill*</u> *(Department of Geography, Simon Fraser University, Burnaby, BC Canada)*

  Keywords: governance, sustainability, resort destinations, growth

  Long-term competitiveness of destinations is often a function of how well growth is managed. In the face of global change, economic and environmental challenges together with associated changes in attitudes and behaviours mean destinations must seek new solutions to address these challenges. In this paper I examine how the mountain resort community of Whistler, British Columbia, Canada introduced a new approach to governance that shifted the community discourse from one strongly dominated by issues relating to growth to one that embraced principles of sustainability.

  A transitioning process was necessary because the resort had reached its long established 'limits to growth' – a concept that had successfully guided a growth management approach in which both business and environmental interests were well served. However, its success was dependent on continued growth. The solution lay in shifting the discourse from growth to sustainability - a process that has been termed in the context of urban politics a 'sustainability fix' - that can be portrayed as a win-win–win situation for the economy, the environment and society. To do so first required a concerted effort over more than a two-year period to engage in 'community conditioning' - essentially a community process that educated residents and businesses around a common understanding of sustainability. This paved the way for establishing a new comprehensive model of governance based on fundamental principles of sustainability developed by 'The Natural Step', an international not-for profit organization that promotes and helps businesses and communities facilitate the path towards sustainability.

- **The Greening of South Africa's Hotels - An Exploratory Analysis**

  <u>*Jayne M. Rogerson*</u> *(Department of Geography, Environmental Management and Energy Studies, University of Johannesburg, RSA)*

  Key Words: Environmental Certification Bodies, Gauteng, Green initiatives, Hotels, Sustainable Development

  Over the next decade the South African tourism economy will need to shift towards greater energy efficiency and more responsible use of natural resources. The South African government has indicated that sustainable and responsible tourism is the key to the future development of the industry. However, despite this there is currently no legislation or clear leadership from the South African government regarding the greening of industries including the hotel industry. South African consumers have a low level of green awareness with regard to their holiday accommodation compared to international travelers who are more environmentally aware and are willing to pay more for green hotels and services.

  This preliminary research contextualizes green hotels within the broader international literature on green buildings and more particularly green hotels. A synthesis of major international building certification agencies particularly Leadership in Energy and Environmental Design (LEED) and the Green Building Council of South Africa (GBCSA) is conducted. A brief analysis of the differences between international and South African holiday-makers perceptions towards their awareness and willingness to pay for green hotels and products is presented. Most importantly, this paper will draw from fourteen rich and detailed interviews with representatives of the Green Building Council as well as key stakeholders in the hotel industry in the Gauteng region of South Africa in order to analyse the green awareness and green initiatives that have been implemented by a range of leading local and international hotel groups.

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- **Environmental management and sustainability in the hospitality business: the case of the Ecolodge Atlas Kasbah Agadir, Southwest Morocco**
  El Boudribili Youssef, Bel Kacem Kabbachi (Ibn Zohr University Agadir)

  Key words: Sustainable development, tourism, Environmental management; hotel business.

  In Morocco, the tourism has always been considered, since the country's independence, as a basic branch of economy, which contributes to the nation's economic and social state.

  However, tourists have become very demanding in terms of quality and prices. Because of the evolution of their needs and behavior, the sustainable development has become a very important criterion in choosing their holiday destination. Therefore, adopting an environmental management system happens to be crucial. That's the reason why certain tourism establishments should adopt an adjustment, no matter how expensive it can be, in order to attend an acceptable level of durability.

  In this survey, we have chosen a tourism establishment that belongs to Agadir Ida-Outanane province as our case study. Installed in the depths of a reserve of Biosphere of Arganeraie, its structure is very authentic as its architecture, its style of furnishing and its culinary art, all inspired by the natives' tradition. With a reduced capacity of hosting, Atlas Kasbah has oriented its offers to the ecological tourism, which is highly requested in the European and North American markets. The ecolodge has won several prizes relating to sustainable development, such as "The green key" and the certificate of responsible tourism from the Canadian agency "Ecoplanet". Atlas Kasbah practices an environmental management system based on generating water and energy economies, the waste eco-management, the waste water recycling, and the landscaped integration without forgetting the environmental sensitization.

  In order to answer the question related to the contribution of the Environmental management system to the success of the tourism durability in this Ecolodge, two opposite hypotheses are analyzed: (i): The integration of an environmental management system is a very expensive investment and has a minor impact in the marketing; (ii): The environmental management system is a shortcut to attend the durability in tourism, particularly through modes of production and sustainable consumption.

- **Ecolabelling in the Tourism Industry – A Step towards Sustainable Tourism Development or Marketing Tool?**
  Steinbach, Anne & Dirk Reiser (Cologne Business School, Germany)

  Abstract: Profound changes in tourism business activities have occurred over the past decades. Today, tourism is a far more specialised industry, especially with regards to the increase in green or sustainable tourism offerings. One of the leading causes for that is the recognition of the growing environmental destruction caused by tourism coupled with a higher environmental awareness of businesses and customers. This has given tourism enterprises the opportunity to achieve a competitive advantage by committing themselves to environmental protection programs and certifications such as ecolabels. At present, there is an impressive variety of these tourism ecolabels such as Green Globe, EarthCheck, Blue Flag or Eco Hotel & Resort Management System.

  However, the impacts of ecolabels in the hospitality industry can be questioned. It could be argued that their benefits are negligible. In order to gain an insight into these aspects of ecolabelling the hotel industry of a popular tourist destination, Bali Island in Indonesia, has been selected as a case study area.

  The research investigates in detail the Eco Hotel & Resort Management programme by PT TÜV Rheinland Indonesia on Bali Island. By using the theories of Honey (2002) and Buckley (2009) this paper will analyse how and why hotels in Bali use ecolabels. It will answer the question whether they represent tools for sustainable tourism development or if they are simple marketing tools. In order to pursue this investigation, questionnaire-based, semi-structured expert interviews with hotel managers and on-site visits were utilised to gain an understanding of the hotel managers' opinions and attitudes towards the Eco Hotel & Award programme on the island of Bali.