



P R O G R A M M E

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***

Transforming and Managing Destinations:

Tourism and Leisure in a Time of Global Change and Risks

Constant change is typical of tourism as a spatial and social phenomenon. Tourist destinations, activities, products, segments, mobilities etc. are constantly changing and they are also transforming the physical, social, cultural and economic environment of tourism. This dualistic nature of tourism has contributed to regional development and economic growth, in general, but also created challenges and problems to environment. In addition, the intensified global change, including globalisation, has created risks for tourism development and tourist destinations. All this calls for better knowledge on tourism and tourism development and management, and also more sustainable practices in growth management.

The overall purpose of this symposium is to discuss the transformation of tourism as a geographical idea and the management of tourist destinations in a time of intensified global changes and evolving risks.

The symposium is organised in 11 sessions analysing the main idea under different angles and approaches:

- I Global risks and risk management in tourism
- II Challenges for the positioning of tourist destinations
- III Governance aspects in destination development
- IV ICT related challenges in tourism (e-marketing and social media)
- V War Memorials and Tourism
- VI Local communities and small tourism businesses: Inequalities and exclusion in tourism development
- VII Tourism in rural areas
- VIII Innovations in tourism development
- IX Transformation processes in tourism destinations
- X Tourism heritage in change
- XI Achieving sustainability in tourism

The first day of the conference (23rd August) is dedicated to a field trip presenting some tourism aspects in the region.

During the conference the conference team can be contacted via: ++49 (0) 176 39727417

Agenda of the symposium

Wednesday 22nd August 2012:

Arrival of the participants at the venue Stadtwaldhotel in Trier (Am Gillenbach 12, 54293 Trier)

Option: Guided walk to the old city centre of Trier with visits of the multimedia performance “In the realm of shadow” for those arriving already in the afternoon; Start: 3 p.m. at the Stadtwaldhotel.

Evening (at 7.30 p.m.): Welcome dinner at the Stadtwaldhotel

Thursday 23rd August 2012: Opening and Field Trip

The first day of the conference we are going to **leave the hotel at 9 a.m.**, first heading for the Campus of the University of Trier, where the opening ceremony takes place. A coach will bring us there and will be with us the whole day.

DEPARTURE AT THE HOTEL at 9 a.m.

START of the Opening Ceremony at 10 a.m.

- **Opening ceremony of the symposium at the University of Trier**
(Campus II; Lecture Hall HS 11)
 - Greeting address by the President of the University of Trier, Prof. Dr. Michael JÄCKEL
 - Greeting address by the chairman of the IGU Commission on Tourism, Leisure and Global Change, Prof. Dr. Jarkko SAARINEN
 - Greeting address by the CEO of the Rheinland-Pfalz Tourismus GmbH, Dr. Achim SCHLOEMER
(incl. an introduction to the *Tourism Strategy 2015 of the federal state Rhineland-Palatinate*)
- **Introduction to the objectives and examples of the field trip**
- **Field trip along the Mosel valley and the low mountain region of the Eifel**

The aim of the field trip – apart from giving the opportunity for socializing and networking – is to show selected cases which illustrate and demonstrate recent activities to develop new and rejuvenate existing tourism products. In the region around Trier wine tourism, hiking tourism as well as cultural tourism and health tourism is to be found. Some good practise examples will be visited and discussed.



On the tour we will first follow the valley of the Mosel with its impressive vineyards.

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At Neumagen-Drohn some refreshments and a light lunch are awaiting us – together with a little bit of the local wine.

If the meteorological conditions are favourable we can board on a reconstructed roman wine ship, the Stella Novomagis and get some information about this new tourism product linking the cultural tourism potentials with the landscape of the Mosel an the wine production.

Leaving the Mosel Valley we are going to enter the low mountain ranges of the Eifel where health oriented tourism offers have been developed in the last years following the tourism strategy 2015 of the federal state Rhineland-



Palatinate.

Source: <http://www.gesundheitslandschaft-vulkaneifel.de/DE/Gesundheitslandschaft/index.php>

At the same time the reorientation of the offers has been the right moment to restructure the local destination management and marketing organisations (DMCs) and create efficient organisational structures which got the branding “Gesundland Vulkaneifel”. One of the specific aspects of the chosen approach is a specific interaction of public and private bodies. Arriving at Bad Bertrich some information on the approach of Gesundland Vulkaneifel will be given. Then we will visit the first European landscape therapeutic park in Europe.



Later on we are entering into the part of the Eifel where the Mares (relicts of former volcanic activity, nowadays filled with water) are the dominating eye catchers. After a stop at the so called “Maarsattel”, with a magnificent view on two of the Mares, it is only a short walk downhill to the village of Schalkenmehren, where we are going to have our **dinner**.

Evening (7.30 p.m.): Dinner (as part of the fieldtrip) at

“Michels Landidyll Wohlfühlhotel & Restaurant”

Sankt-Martin-Str. 9, D-54552 Schalkenmehren

<http://www.landgasthof-michels.de/>

We will return to the hotel in Trier at about 10:30 p.m.

Sessions, presentations & presenters

I Global risks and risk management in tourism 9:00 a.m. – 10.20 a.m.

Chair: Hans Hopfinger (Eichstätt, Germany)

- Tourism, sustainability and climate change: policy responses for climate change adaptation in Botswana
Jarkko Saarinen (Oulu, Finland)
- Destination Management in a Time of Climate Change and Systemic Crisis – the Case of Majorca, Balearic Islands
Angela Hof (Bochum, Germany) & Macià Blázquez-Salom (Palma de Majorca, Spain)
- Summer ski areas in the Alps: first victims of climate change?
Marius Mayer (Würzburg, Germany)
- 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 (Nanjing, China)

Morning Coffee Break 10:20 a.m. – 10:50 a.m.

II Challenges for the positioning of tourist destinations 10:50 a.m. – 12:30 p.m.

Chair: Werner Gronau (Stralsund, Germany)

- Challenges for the positioning of destinations: Destination formation processes and territorial boundaries
Karlheinz Wöhler (Lüneburg, Germany)
- Jordan's Golden Triangle – new diversification strategies in response to current transformation processes
Markus Pillmayer & Nicolai Scherle (Eichstätt, Germany)
- Self-imposed managements in Ogasawara Islands and their academic capitals against World Heritage
Takayuki Arima (Hachioji, Tokyo, Japan)
- Gender, still a power issue for use of public space by visitors and tourists?
Dominique Vanneste (Heverlee, Leuven, Belgium)
- How to make a successful cultural event: case of the Constantin Exhibition
Andreas Kagermeier (Trier, Germany)

Lunch Break 12:30 p.m. – 1:30 p.m.

III Governance aspects in destination development **1:30 p.m. – 2:50 p.m.**

Chair: Carolin Funck (Higashihiroshima, Japan)

- Destination Governance – A New Management Concept for Tourism Destinations?
Anja Saretzki (Lüneburg, Germany)
- Change management of destinations: a new model based on the concept of stakeholder networks and participation
Alexander Schuler (Berlin, Germany)
- Comparison of management styles of cross-border destinations: Lake Constance, Upper Rhine and the Catlins
Tatjana Thimm (Konstanz, Germany)
- Responsible Tourism Development at National Parks in Chile
Philip Griesser (Trier, Germany)

Afternoon Coffee Break

2:50 p.m. – 3:20 p.m.

IV ICT related challenges in tourism **3:20 p.m. – 4:20 p.m.**

Chair: Diana Marquardt (Emmerich, Germany)

- Novel technologies as challenges for the positioning of tourist destinations: Bucovina as a new tourist destination in a globalised world
Heike Bähre (Berlin, Germany), Ulrike Fergen (Schwerin, Germany) & Annika Kessler (Schwerin, Germany)
- The Impact of Social Media on the Information Process of German Hotel Guests
Nadine Chehimi (Trier, Germany)
- Social media in urban tourism and their impact on information search and spatial behavioural patterns
Fanny Raab (Trier, Germany)

V War Memorials and Tourism **4:20 p.m. – 6:00 p.m.**

Chair: Rudi Hartmann (Denver, Colorado, United States)

- Tourism and War: An Ill Wind
Richard Butler (Glasgow, Great Britain)
- The transformation from 'war landscapes' to 'tourism memorial landscapes'
Myriam Jansen-Verbeke (Leuven, Belgium)
- From triumph to reconciliation: rituals and tourism in Verdun
Sandra Petermann (Mainz, Germany)
- War Memorials on the Western Front: British tourists and the embodiment of memory
Stephen Miles (Dumfries, Great Britain)
- National Visitation on the Western Front: A Study of Some Great War Cemeteries
Caroline Winter (Victoria, Australia)

Evening (at 7.30 p.m.): Barbecue Dinner at the Stadtwaldhotel
(if the meteorological conditions are favourable)

Sessions, presentations & presenters

(parallel sessions)

VI Local communities and small tourism businesses:

Inequalities and exclusion in tourism development

9:00 a.m. – 10:20 a.m.

Chair: Nicolai Scherle (Eichstätt, Germany)

- Addressing Inequalities and Exclusion in South Africa's Tourism Economy: The Tourism Enterprise Partnership
Christian M. Rogerson (Johannesburg, South Africa)
- Small scale and community-based tourism in the Mid-Rift region, Kenya: Current realities and future possibilities
Gesa Kobs (Trier, Germany)
- 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 (Göttingen, Germany)
- Space, Place, and Community: Seven Important Factors of the Resident Experience in Mountain Resorts
Kathleen Scherf (Kamloops, British Columbia, Canada)

Morning Coffee Break

10:20 a.m. – 10:50 a.m.

VII Tourism in rural areas

10:50 a.m. – 12:10 p.m.

Chair: Felix Jülg (Wien, Austria)

- Rural Destinations Between Tourism Development and General Public Services
Monika Rulle (Greifswald, Germany)
- Rural Tourism as a Means to Mitigate Economic Disparity in Japan
Munehiko Asamizu (Yamaguchi, Japan)
- 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 (Niiza-shi, Saitama, Japan)
- Second Home Owners' Relation to Rural Destinations: A Swedish Perspective
Dieter K. Müller (Umeå, Sweden)

Lunch Break

12:10 p.m. – 1:10 p.m.

VIII Innovations in tourism development

1:10 p.m. – 2:30 p.m.

Chair: Monika Rulle (Lüneburg, Germany)

- Agrifood meets Agritourism – Outlining a new trend in Cypriot tourism Industry
Werner Gronau (Stralsund, Germany)
- Cultural routes – an aspect of creating receptive offers for city marketing and tourism in Barsinghausen by public transport
Stephan Kinsner (Barsinghausen, Germany)
- Professional complaint management as a challenge for tourism industry
Natalie Stors (Trier, Germany)
- The Innovative Potential of Inbound Tourism in Japan
Carolin Funck (Higashihiroshima, Japan) & Malcolm Cooper (Jumonjibaru, Japan)

IX Transformation processes in tourism destinations 9:00 a.m. – 10:20 a.m.

Chair: Macià Blázquez-Salom (Palma de Majorca, Spain)

- Tourism landscapes and heritage in change. Tallinn/Kadriorg case (Estonia)
Tiit Kask (Tallinn, Estonia)
- 20 Years of Latvia in the Global Tourism System: Changes of Spatial Structures, Cluster Formation, Significant Destinations and Their Branding
Maija Rozite & Aija van der Steina (Riga, Latvia)
- Developing step tour and ecotourism along the Silk Road.
Obidjon Khamidov (Tashkent, Uzbekistan)
- Morphology, Governance and regulation of coastal tourist destinations – guidelines for planning and conflict mitigation
Carlos Cardoso Ferreira (Lisboa, Portugal)

Morning Coffee Break 10:20 a.m. – 10:50 a.m.

X Tourism heritage in change 10:50 a.m. – 12:10 p.m.

Takayuki Arima (Tokyo, Japan)

- Historic gardens as touristic areas of relaxation and tranquillity with great potential for the future
Tim Harms (Trier, Germany)
- Dinosaurs, Mammoths and other Heavy Weights at Paleontological Heritage Destinations: The Question of Critical Mass in Educational Tourism Development
Rudi Hartmann (Denver, Colorado, United States)
- Language, Heritage and Tourism in Sabah, Malaysian Borneo
Alan Lew (Flagstaff, Arizona, United States)
- Jewish Hiloulas and Pilgrimages in Morocco: Essay about a less known form of religious tourism in Morocco
Brahim Elfasskaoui (Meknès, Morocco)

Lunch Break 12:10 p.m. – 1:10 p.m.

XI Achieving sustainability in tourism 1:10 p.m. – 2:30 p.m.

Chair: Jarkko Saarinen (Oulu, Finland)

- Shifting the Discourse from Growth to Sustainability: New Approaches to Governance in Resort Destinations
Alison M. Gill (Burnaby, Canada)
- The Greening of South Africa's Hotels – An Exploratory Analysis
Jayne M. Rogerson (Johannesburg, South Africa)
- Environmental management and sustainability in the hospitality business: the case of the Ecolodge Atlas Kasbah Agadir, Southwest Morocco
El Boudribili Youssef (Agadir, Morocco)
- Ecolabelling in the Tourism Industry- A Step towards Sustainable Tourism Development or Marketing Tool?
Steinbach, Anne & Dirk Reiser (Cologne, Germany)

Afternoon Coffee Break

2:30 p.m. – 3:00 p.m.

Closing session

3:00 p.m. – 3.30 p.m.

Those colleagues attending the IGC continue to Cologne in the evening
(by train about 3 hours from Trier).

Note: Registration for the IGU 2012 Congress 26-30 August is available on the conference website: <https://igc2012.org/frontend/index.php>

A book of abstracts as well as the latest version of the program is available on the web-site of the Working Group Leisure and Tourism Geography of the German Geographic Society / Arbeitskreis Freizeit- und Tourismusgeographie der Deutschen Gesellschaft für Geographie:

<http://www.leisure-tourism-geography.de/igu-symposium-2012.html>

Venue and Accommodation

The symposium will be organised at the Stadtwaldhotel in Trier (Am Gillenbach 12, D-54293 Trier; <http://www.stadtwaldhotel.de/> *sorry no English website*). The hotel is located within walking distance to the heart of the historic centre and at the same time in the green belt which gives the tranquillity and seclusion for intensive scientific discussions and social networking.

The basic idea is, that the venue of the symposium and the accommodation are combined, so that from the breakfast until the last glass of wine we do not have to change places.

The symposium starts with a welcome dinner on the evening of Wednesday 22nd August

On Thursday 23rd August an excursion in the Mosel valley – famous for its wine and the wine tourism – and the adjacent low mountain ranges of the Eifel is organised where innovative product development, destination management strategies as well as challenges will be discussed with regional stakeholders. At the same time the social function of this day is to get in contact with the colleagues in an informal atmosphere. In the evening we'll have dinner in the Eifel.

Friday and Saturday are marked by indoor presentations.

After the end of the symposium on late Saturday afternoon the participants can continue to the IGC in Cologne on their own (about 2 hours by train from Trier).

During the conference the conference team can be contacted via: **++49 (0) 176 39727417**

How to get to the venue:

The next **airports** in the surrounding of Trier are Luxembourg, Frankfurt/Hahn (both with regular busses to Trier), Frankfurt, Köln or Düsseldorf (all of them with trains running from the airport to Trier).

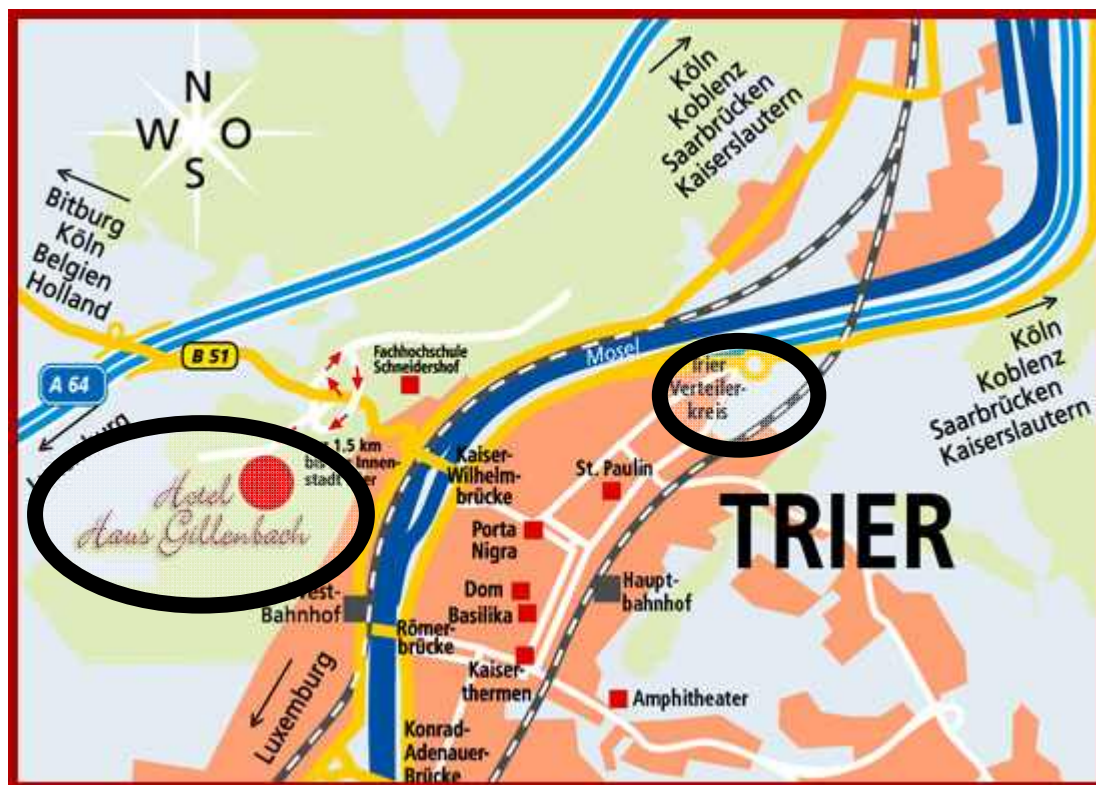
There is a direct bus from **Luxembourg airport** (Findel) to Trier (Line 117; <http://www.lux-airport.lu> Follow: To/from the Airport & By bus). This bus is quite convenient, because it serves a stop called: Trier-Fachhochschule, which is just around the corner of the venue. Departure times: 16:08, 17:08 & 18:08, arriving about 45 min. later at the venue)

The bus from **Frankfurt/Hahn** to Trier is run by FLIBCO (<http://www.flibco.com/>) and offers direct links to Trier-Verteilerkreisel/Nells Park from 06:25 to 21:55 (about every 1.5 hours). From the bus stop Verteilerkreis take Trier-Nord, Nells Park. Then take bus n° 1 (direction Euren) and change at the stop Porta Nigra (after about 11 min.) and continue n° 7 (direction Quint). You will arrive after about 8 minutes at the stop Bitburger Str./Fachhochschule. The other option from Verteilerkreis to the Hotel is: Line n° 30 to Hauptbahnhof (Central train station) and then see below (lin n° 12).

From Trier Central Train Station: several local and regional public transport options exist, the most convenient might be the local bus N°. 12. Stop: Fachhochschule (and then about 300 m to walk).

By car: Leave the A1 at exit 130 "Dreieck Moseltal" (direction A602 Luxembourg/Trier). Then you might:

- leave after about 4 km at exit 2 Trier-Ehrang, direction A64/Luxembourg/Bitburg. Then take exit 3 (Trier) from the A64 continuing on the B51 towards the centre of Trier or
- continue until the end of A602 (Trier-Verteilerkreis) and then follow the sign to Bitburg (B51)



Welcome to Trier!

Jarkko Saarinen
IGU Commission Chair

Andreas Kagermeier
Chair German Working Group / Local Organiser

Organisers



IGU Commission on Tourism, Leisure and Global Change

The Commission's specific is to examine the geographical nature of tourism, leisure and global change and related modes of mobilities. The Commission also aims to stimulate a deeper integration between discussions in tourism and leisure geographies in order to understand the current processes and outcomes of human mobilities and globalization. The purpose is to encourage geographical tourism research that would be influenced by the current development, mobility and sustainability discussions in human geography. The Commission has over 650 corresponding members from over 80 countries.

The Commission has a web-site and mailing list IGUS, see:
<http://tech.groups.yahoo.com/group/TourismGeography/>

Working Group Leisure and Tourism Geography of the German Geographic Society/

Arbeitskreis Freizeit- und Tourismusgeographie der Deutschen Gesellschaft für Geographie



The Working Group Leisure and Tourism Geography / Arbeitskreis Freizeit- und Tourismusgeographie der Deutschen Gesellschaft für Geographie is the network of German Geographers focusing on Leisure and Tourism aspects. It has been founded in 1985.

Its aims are to facilitate and induce the intensive scientific exchange between its members and the discussion of current research result. Because of the specific characteristic of the trans-disciplinary field of leisure and tourism inter-disciplinary exchange as well as an intensive exchange between practitioners and academics play an important role.

The Working Group is organising each year a conference on actual subjects, sometimes more theoretically bases, sometime with an dedicated focus on applied research and Good Practise cases.

A newsletter is circulated each month to communicate recent publications, informations on conferences as well as job advertisement, etc.

<http://www.leisure-tourism-geography.de>

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