ASSOCIATION FOR TOURISM
AND LEISURE EDUCATION AND RESEARCH

ATLAS ONLINE
Annual Conference 2021

Tourism 21: Re-building Tourism – Continuities and Changes

In cooperation with AMBIS University Prague, Czech Republic

7-10 September, 2021

Abstract Book

Organizers

The ONLINE ATLAS Annual Conference 2021 is organised by ATLAS and Ambis University, Prague.

Sponsored by:

Association for Tourism and Leisure Education and Research

ATLAS was established in 1991 to develop transnational educational initiatives in tourism and leisure. ATLAS provides a forum to promote staff and student exchange, transnational research and to facilitate curriculum and professional development. ATLAS currently has members in about 50 countries.

The objectives of ATLAS are:
- To promote the teaching of tourism, leisure and related subjects
- To encourage the exchange of staff and students between member institutions
- To promote links between professional bodies in tourism, leisure and associated subjects and to liaise on educational issues, curriculum development and professional recognition of courses
- To promote transnational research which helps to underpin the development of appropriate curricula for transnational education

ATLAS promotes links between member institutions through regular meetings and information exchange and its main activities are: organising conferences and Special Interest Group meetings on issues in tourism and leisure education and research; organising webinars, providing information services and publications, including the ATLAS mailing list, ATLAS website with member portal and the yearbook ATLAS Reflections and the organisation of and participation in transnational research projects, for example on cultural tourism and sustainable tourism.

ATLAS is also represented at regional and local level by sections such as ATLAS Europe, ATLAS Asia-Pacific, ATLAS Africa, ATLAS Latin America and ATLAS Middle East. The regional sections of ATLAS have developed their own programme of activities and publications to respond more closely to the specific needs of members located in these regions and those with related research interests. Membership of ATLAS regional associations and special interest sections of ATLAS is open to all ATLAS members.

ATLAS membership is open to bona-fide educational institutions and professional bodies with educational, research or professional interests in tourism, leisure and related areas. The 2021 annual fee for ATLAS full members is € 325. For organizations situated in countries in Central and Eastern Europe, Africa, Asia and Latin America the fee will be € 200. Patron members pay a fee of € 500.

The benefits of membership are:

- Regular mailings of information, including updates on ATLAS projects, conferences, meetings, publications and other activities
- Access to the ATLAS Member Portal on Internet with exclusive access code
- The annual ATLAS conference, which provide an opportunity to network with other members
- Conferences organised by regional associations, such as ATLAS Asia-Pacific and ATLAS Africa
- ATLAS members can participate in a wide range of projects run by ATLAS in the areas of tourism and leisure education and research
- ATLAS members are listed on the ATLAS homepage, giving teachers and students easy access to information about your institution via Internet
- ATLAS members have access to research information gathered through ATLAS international projects
- Distribution of information about your programmes, projects and products via the ATLAS mailing list
- ATLAS members are entitled to substantial discounts on ATLAS conference fees and selected ATLAS publications

For more info, please visit the ATLAS website at http://www.atlas-euro.org

Content

CONTENT **5**

INTRODUCTION **12**

KEYNOTE SPEAKERS **13**

All change? Reflections on the COVID-19 pandemic as a transformative moment for tourism **14**
Carina Ren 14
Laura James 14
Fragile Promises: Re-working Post-covid Tourism and Heritage Relationships **15**
Mike Robinson 15
. ..... **16**
Anya Niewierra 16
Eli Keegan 16
Malcolm Bell 17
Dirk Schmücker 17

DELEGATES **18**

PROGRAMME & ROOMS **34**

Programme **34**
Room P1 Lobby **34**
Room P2 Main Conference Room **36**
Room P3 Welcome Reception **36**
Room P4 Coffee Break **37**
Room P5 Lunch **37**
Room W1 - Special Track 1 ..... **38**
Room W2 - Special Track 2 ..... **39**
Room W3 - Special Track 3 ..... **40**
Room W4 - Special Track 4 ..... **41**
Room W5 - Special Track 5 ..... **42**
Room W6 - Special Track 6 ..... **43**
Room W7 - Special Track 7 ..... **44**
Room W8 - Special Track 8 ..... **45**
Room W9 - Special Track 9 ..... **46**
Room W10 - Workshop 1 ..... **47**
Room W11 - Workshop 2 ..... **48**
Room W12 - Workshop 3 ..... **49**
Room W13 - Workshop 4 ..... **50**
Room W14 - Workshop 5 ..... **51**
Room W15 - Workshop 6 ..... **52**
Research Cafe **53**
Meet senior academics **55**
Meet the publishers **56**
Student event **57**

ABSTRACTS **58**

Work Exchange in Lisbon (Portugal): a new way of tourism **58**
Jorge Abrantes 58

Kali Fauaze 58
Tourism policy and planning in the Nigerian tourism sector: Importance Performance Analysis .. 59
Adenike Adebayo 59
Building the distinctive destination: how cross-border collaboration creates new opportunities for tourism 60
Sofia Almeida 60
Carmen Pardo 60
Ana Ladeiras 60
Ana Cláudia Campos 60
Sensitizing for local cultures through tourism 61
Silvia Aulet 61
Lénia Marques 61
IMC Rise®: A Case Study on Mindfulness Training in a Virtual Context 62
Claudia Bauer-Krösbacher 62
Martin K.J Waiguny 62
Rainer Zehetner 62
Iris Enz 62
Vlogging as a tool for visitor education and capacity management 63
Kamila Bezova 63
Peter Wiltshier 63
Iride Azara 63
Bigger, better, bolder! Post COVID-19 domestic tourism - South Africa as a case study 64
Christoffel R. Botha 64
Karen Harris 64
The future of events will be Hybrid 65
Tim Brown 65
Tourism science for transformative change – Do's and don'ts when dealing with chameleons 65
Harald Buijtendijk 65
Eke Eijgelaar 65
Tourism, environmental awareness, and biodiversity loss: an educational approach through botanic gardens 66
Liliana Carvalho 66
Eduardo Brito-Henriques 66
Heritage Tourism as Remedy for Fostering Heritage Justice and Community Wellbeing 67
Deepak Chhabra 67
Carly Dewland 67
Climate change vulnerability, adaptive capacity and adaptation strategies of the ski industry - the case of Pamporovo, Bulgaria 68
Siya Cholakova 68
Online and hybrid constellations, creative cultural event formats for resilient communities 69
Alba Colombo 69
Michael Luchtan 69
The impacts of COVID-19 on women working in informal tourism in Peru 69
Rosa Codina 69
Re-thinking the skills set of event management students 70
Willem Coetzee 70
Active Learning Strategy for Student Engagement - Global Tourism Issues 71
Noelle O'Connor 71
Environmental pillar of sustainable tourism and Irish green hotels 72
Noelle O'Connor 72
Denise Ryan 72
Orla Fox-Colleran 72
The Socio-Cultural Impacts of Normal People on Tubbercurry, County Sligo, Ireland 73
Noelle O'Connor 73
Tuesday Costello 73
Identification of contextual barriers for Sustainable Entrepreneurship in World Heritage sites 74

Hellen Dawo 74
Sustainability Tourism and Balinese Local Wisdom toward Covid-19 Pandemic 75
Ni Desak Made Santi Diwyarthi 75
Altruistic Volunteer Tourism in Israel-The Motives for Volunteering and the Tourist's Experience 75
Meron Doctori 75
Noga Collins- Kreiner 75
Nurit Kliot 75
Innovative city tours of Sofia, Bulgaria: experience determinants and ongoing transformations .. 76
Elka Dogramadjieva 76
Virtual volunteers' contribution to sustainable development in Fiji in times of COVID-19 77
Claudia Dolezal 77
Cristina Alexandra Trifan 77
Sensitive encounters in war tourism 78
Siri Driessen 78
Welcoming volunteers 78
Geesje Duursma 78
How can volunteer tourism make a difference? 79
Claudia Eckardt 79
What can virtual holistic education offer tourism learning in a pandemic world? 80
Johan R. Edelheim 80
Approaches to innovation for sustainability: Experience-based transformations of rural communities 81
Dorthe Eide 81
Olga Høegh-Guldberg 81
Anne W. Ryan 81
Evelina Fetingyte 81
Interpretation of Natural Heritage in Tourism – New changes for sustainable tourism development? 82
Valerie Elss 82
Silke Pfeiffer 82
Emy Kurz 82
Threats to Cultural World Heritage Sites from visitors, climate change and transportation 83
Martin Falk 83
Eva Hagsten 83
Climate change and sustainable tourism in the new normal 84
Ioanna Farsari 84
What discourages the potential tourist? Food-and-wine tourism constraining factors 85
Carlos Fernandes 85
Susana Rachão 85
From the top of the bell towers. An approach between tourism and soundscape 86
Guilherme Ferreira Rodrigues 86
Maria Dolors Vidal Casellas 86
Silvia Aulet Serrallonga 86
Slow adventures for wellbeing 86
Sebastian Filep 86
Jelena Farkic 86
Steve Taylor 86
Can populist Communication help support the Fight to stop the Climate Crisis? 87
Harald Friedl 87
Daniel Nutz 87
Creating gastronomic sustainable experiences: the demand-side perspective 88
Roberta Garibaldi 88
Creativity and Creative Industries: A Case Study on Media Tourism in Scotland 89
Stephanie Garrison 89
On line Post Graduate Diploman and Masters in Tourism Management and Destination Leadership 90

Frances McGettigan 90
Every Cloud has a Silver Lining: Resetting tourism practices through communing 90
Ana Gonçalves 90
Balconies as event spaces during the COVID-19 lockdown in Italy 91
Valentina Gorchakova 91
Giulia Rossetti 91
Matt Lamb 91
Agritourism special events impact: Sustainability, local food patronage, and tourism in western Canada 92
Elizabeth Halpenny 92
Cross-sector innovation as a driver of regional development 92
Olga Høegh-Guldberg 92
Dorthe Eide 92
The role of technology in experience-based tourism before, during and after Covid19 94
Olga Høegh-Guldberg 94
Anne Wally Falch Ryan 94
Pandemic COVID-19 as a barrier for rural tourism development 95
Andrea Holešinská 95
Helena Kubíčková 95
A roadmap on how to plan hybrid events and safeguard participant's experience 95
Mireia Iglesias 95
Marisa P. de Brito 95
María Jesús Monteagudo Sánchez 95
Instagram: Compositional interpretation of live-streaming food tourism videos 96
Anna Irimiás 96
Serena Volo 96
Robotics skills development for tourism graduates 97
Stanislav Ivanov 97
Age Related Accessibility – Skills needed by tourism businesses to attract senior tourists, and turn them into loyal customers 98
Diana James 98
Events that confound, in a time without events 98
David Jarman 98
Generation Y backpackers' attitudes and behaviour towards volunteering whilst backpacking 99
Elena Jelaca 99
Eleni Michopoulou 99
Iride Azara 99
Airbnb, city and COVID-19 pandemic: main issues in literature 100
Karolina Kacprzak 100
The conceptualization of people's motivation and heritage attributes in the overtourism context 101
Sevim Sezi Karayazi 101
Gamze Dane 101
Bauke de Vries 101
Is local food offer important for tourists? 102
Alžbeta Kiráľová 102
Lukáš Malec 102
Facilitating Creative, Engaged Learning for Climate Action, Sustainability and Community Resilience 103
Julie Kircher 103
Tazim Jamal 103
Jonan Phillip Donaldson 103
Sense of Place: Visualising Host Community Attachment to a Marine National Park 103
Balvinder Kaur Kler 103
Paulin Poh Lin Wong 103
How tourist- historic city responds to COVID-19: Kraków case study 104

Joanna Kowalczyk-Anioł 104
Marek Grochowicz 104
Robert Pawlusiński 104
Approaches to experience co-creation: insights from the Czech UNESCO heritage destination . 105
Aneta Krajíčková 105
Markéta Novotná 105
Factors affecting on-site tourists' psychological responses to urban terrorism 106
Tomáš Krajňák 106
Leisure communities and digital participation in mass online CAL (crochet along) events 107
Chantal Laws 107
Wine landscapes and culture as drivers of local and regional development in pandemic times .. 108
Maria del Pilar Leal Londoño 108
Sandra Sotomayor 108
Michele Barton 108
Sandra Zubieta 108
Which Entrepreneurs Would Reopen Their Businesses After the COVID-19 Lockdowns? 108
Yanan Lin 108
Stephen Xu Zhang 108
Song Lin 108
From destination attractiveness to language preservation: The Cimbrian community of Luserna (Italy) 109
Serena Lonardi 109
Dark tourism and media: changing perception of place by watching movie 110
Jozef Lopuch 110
Social and economic restrictions of a climate-friendly travel behaviour 111
Sandra Macher 111
Spycimierz as a new space for cultural tourism 112
Marzena Makowska-Iskierka 112
Pathological Altruism and Volunteer Tourism: A Conceptual Framework for Theory and Practice 113
Leigh Mathews 113
Joseph M. Cheer 113
Tourism destination appraisal during Covid-19 pandemic: An Importance-Performance analysis to Porto, Portugal 113
Alexandra Matos Pereira 113
Thanyatip Sataphan 113
Soft skills as main pillar of tourism graduates employability: INCOME project outputs 114
Davorka Mikulić 114
Daniela Garbin Praničević 114
Smiljana Pivčević 114
Ljudevit Pranić 114
Rebuilding Tourism: Experiences and Enjoyment 115
Kezia Herman Mkwizu 115
Exploring the development of innovation in coastal destinations of Ireland 116
Guillermo Nacipucha 116
Sustainable tourism research and Climate Change. A problematizing literature review 117
Paul Peeters 117
Jo Guiver 117
Erdinç Çakmak 117
Marije Poort 118
The Development of Digital Tourism in China 118
Ziyi Qiu 118
The role of a host destination in the international students' mobility experience. Case study: Girona 119
Karla Romina Quintero Moran 119
Konstantina Zerva 119

A chaos theory and tourism still does matter: an econometric approach 119
Łukasz Quirini-Popławski 119
The Serra da Estrela's cheese: a growing tourism asset? 120
André Ribeiro 120
Eduardo Brito-Henriques 120
Who is the contemporary cultural tourist in Portugal? 121
Greg Richards 121
Carlos Fernandes 121
Tourism Pressure and Housing Stability in European cities: A BSEM Estimation 122
Antonio Russo 122
Riccardo Valente (Rovira i Virgili University) 122
Gift-exchange theory and its applicability on volunteer tourism 122
Marta Salvador Almela 122
Jordi Arcos-Pumarola 122
Smart Cultural Tourism in Scheldeland Living Lab, Belgium: a systemic design approach for multi-stakeholders' empathy 123
Vanessa Santos 123
Degrowth in tourism: The hidden potential of post-growth tourism development to avoid overtourism 124
Lukas Schilcher 124
How can childhood imprints promote a climate-friendly travel behaviour? 125
Elisabeth Senger 125
Lifestyle mobility of Russian immigrants: crisis of tourism 126
Ekaterina Shebanova 126
Tara Duncan 126
Dani Blasco 126
What is a contemporary community event? Towards a typology of offline, online and hybrid events and communities. 127
Ilja Simons 127
Building Resilience in Volunteer Tourism 127
Richard Shipway 127
Leonie Lockstone-Binney 127
Kirsten Holmes 127
Tom Baum 127
Festival tourism after covid-19: Maintaining "Sense of community" in Greek Community Festivals 128
Sofoklis Skoultsos 128
Nicholas Karachalis (University of the Aegean) 128
Community-based tourism through food? A proposal of sustainable tourism indicators for rural destinations in Mexico. 129
Mariana Monserrat Sosa Tinoco 129
How to Use Imagery As Methodology In Tourism Research- A Proposition 129
Lina Tegtmeyer 129
Exploring Host Perceptions of Socio-Cultural Impacts of Volunteer Tourism on Farm Communities 130
Tuan Tran 130
Reflections: Developing a Climate Change Adaptation Toolkit for Destination Stakeholders 131
Jane Turner 131
Elisa Burrai 131
Christopher Cooper 131
Nevenka Čavlek 131
Rodolfo Baggio 131
Vanja Krajinović 131
Changes in tourist and recreational function at the Orlík lake on the Vltava river 132
Jiří Vágner 132
Dana Fialová 132

Brand as an important part of destination marketing 133
Jiří Vaníček 133
Liběna Jarolímková 133
Higher education as a driver for change. Rethinking climate change education 134
João Vasconcelos 134
Sónia Pais 134
Is there life beyond COVID? The perception of event managers 135
Sandra Vasconcelos 135
Carla Melo 135
António Melo 135
Miguel Silva 135
Deepening the understanding of Public Participation GIS (PPGIS) use in a tourism context 136
Beatrice Waleghwa 136
Tobias Heldt 136
How Bloggers Co-Create Tourist Experiences during the Pandemic 136
Siao Fui Wong 136
Balvinder Kaur Kler 136
Wicked Problems: A Situation Analysis – Rebuilding Irish Tourism 137
Angela Wright 137
Conor Murray 137
The innovations of agro-tourism – A diversification framework 138
Tsung-chiung (Emily) Wu 138

Introduction

Tourism 21: Re-building Tourism – Continuities and Changes

It is clear that the year-on-year growth of global tourism has been dramatically brought to a halt by the Covid-19 pandemic. For probably the first time in history on such a scale world travel has been brought to an almost complete standstill. The consequences of this are being felt by destinations at national, regional and local level with businesses and communities struggling to deal with the unprecedented decline in tourist numbers.

Tourism stakeholders, from governments, state tourism organisations, transport operators, destination management organisations and attraction managers to accommodation owners, small businesses, local communities and prospective tourists themselves, are all preparing themselves for a process of re-building global tourism. However, this is also a period of reflection for all the many different sectors that comprise international tourism as they consider how they will need to adapt to a covid / post-covid future and how it will be shaped by new realities in tourist demand and tourist behaviours.

Tourism 21 seeks to generate debate and discussion amongst and between academics, policy makers and practitioners regarding expectations, prospects, policies, plans, ideas and initiatives for the re-building of global tourism. We invite conference participants to consider the future of global tourism from international, cross-cultural and multi-disciplinary perspectives.

From the top of the bell towers. An approach between tourism and soundscape

Guilherme Ferreira Rodrigues
University of Girona
Spain
gui13fr@yahoo.com.br

Maria Dolors Vidal Casellas
Silvia Aulet Serrallonga

Sound has a strong presence in our daily life, it can be produced by nature or artificially, by man. Since the Middle Ages, the sound of the bells, made through the hands of the bell ringers, has been present in the rural and urban space of the communities. This way, the bell ringer has become an important element to communicate the message with the ringing of bells, marking the time and warning of events. However, with the different changes in society and in the way of communicating, the figure of the bell ringer ceased to be notable and other forms of ringing the bells appeared. Integrated into this context, the present work aims to make a study approaching the theme of the soundscape to tourism, through the relationship of the bell ringer with the sound of the ringing bells, and to analyze what are the possibilities they offer to improve the experience of the tourist, focused on the reality of Catalonia (Spain). This work is carried out through qualitative research, using the participant observation method, semi-structured interviews with the bell ringers, people involved with the bells issue and with the tourist activity. In addition, the study of historical archives has been used and academic publications to support the literary field. It is observed as a result of anthropological research and field work that different practices have been identified such as visits to the bell towers, meetings of the bell ringers, bell concerts, guided tours made by the bell ringers themselves, which are activities that can be used to the tourism. However, the study showed that the bell ringer trade became present over time in Catalonia, but with historical events and social changes there was a rethinking of bell towers, losing the bell ringer trade in many places. Nonetheless, there are bell towers that maintain the manual ringing of the bell ringers, still adding to a movement of recovery of the bell practice in different parts of Catalonia, acquiring as the central axis the safeguarding of intangible heritage. All in all, these considerations are authentic to relate to tourist activity from another perspective, helping to expand opportunities to think about tourism, providing a connection of the bell ringers' trade integrated into the soundscape space, calling attention to the sensitivity of the tourists, who much more than seeing, can be heard and through that visit and know the place.

Slow adventures for wellbeing

Sebastian Filep
The Hong Kong Polytechnic University
Hong Kong SAR
sebastian.filep@polyu.edu.hk

Jelena Farkic (University of Greenwich)
Steve Taylor (University of the Highlands and Islands)

This abstract reports on a research study that aimed to examine how outdoor adventure tour guides facilitate psychological wellbeing of tourists, as their clients. Psychological wellbeing is

defined both hedonically, as pleasure, and eudaimonically, as meaning or a sense of purpose in life. The research sample involved ten outdoor guides who were involved in choreographing so called slow adventure experiences for tourists in the Highlands and Islands of Scotland. These adventure experiences are typified by activities such as stargazing, canoeing and similar activities associated with mindful, slower passages of time. Slow adventure normally involves small social groups and nearly always necessitates immersion in the natural world by tourists and their guides. Unlike previous tour guide research that examined psychological wellbeing in high adrenaline activities like skydiving, research on wellbeing in slow adventures is scant. There is also a gap in understanding how adventure tour guides in natural settings influence tourists' wellbeing as much of previous research examined tourists' perspectives on wellbeing. This study has filled these important knowledge gaps. At a broader level the study adds to the United Nations' Sustainable Development Goal 3 on good health and wellbeing. The study utilised semi-structured, in-depth, interviews with ten outdoor adventure guides. Adopting a hermeneutic, interpretive approach to analyse the interview data, the results revealed three key themes that emerged from the interview findings: quality time, as a predominantly hedonic wellbeing theme, and two principally eudaimonic themes: flourishing through meaningful moments and a sense of togetherness. Collectively the findings show that interpretations of time in natural settings, meaningful moments and a sense of togetherness are all influenced by the adventure guides to enable tourists' psychological wellbeing. The slow adventure experiences are highly immersive. They help the tourists re-establish their contact with the nature. Theoretically, the research study adds to the literature in tourism and positive psychology (or positive tourism), especially to the body of knowledge on mindfulness (sensitivity to context and high levels of engagement) and savouring (a form of emotion regulation used to maintain and extend positive emotional experiences). The findings on eudaimonic wellbeing also add to current understandings of eudaimonic tourist experiences, as opposed to tourist experiences characterised by fun and hedonism.

Can populist Communication help support the Fight to stop the Climate Crisis?

Harald Friedl
FH JOANNEUM - University of Applied Sciences
Austria
harald.friedl@fh-joanneum.at

Daniel Nutz (ÖGZ – Wirtschaftsverlag)

Wearing FFP2 masks could be "in individual cases ... even potentially fatal" (cit. by Kutzner, 2021), or "COVID-19 vaccines harm fertility or pregnancy " (cit. by Hendrix 2021). Such excesses around Corona debates on social media give the impression that post-modern public opinion-forming is reducing the former legitimacy of quality journalism to absurdity: It is no longer the better argument based on carefully researched facts that counts, but the emotionally moving message. The goal of public communication is not the search for the best solutions based on scientific knowledge, but identification with moods (Bude 2017). The instrument of "fake news", defined as "false stories that appear to be news, spread on the internet or using other media, usually created to influence political views or as a joke" (Cambridge Dictionary 2021), is also used by political decision-makers. Right-wing populist politicians such as Matteo Salvini (Italy), Donald Trump (USA) or Jair Bolsonaro (Brazil) deliberately use false claims to influence public opinion in their favour. This also includes the denial of anthropogenic global warming (Jylhä & Hellmer 2020). Populist messages give the impression of representing the