



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

# Abstract Book

15<sup>th</sup> Annual International Conference on  
Tourism  
10-13 June 2019, Athens, Greece

Edited by  
Gregory T. Papanikos

2019



Abstracts  
15<sup>th</sup> Annual International  
Conference on Tourism  
10-13 June 2019, Athens,  
Greece

Edited by Gregory T. Papanikos

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## Preface

This book includes the abstracts of all the papers presented at the 15<sup>th</sup> *Annual International Conference on Tourism (10-13 June 2019)*, organized by the Athens Institute for Education and Research (ATINER).

In total 27 papers were submitted by 32 presenters, coming from 14 different countries (Australia, Brazil, Canada, Egypt, Italy, Japan, Macao, Portugal, South Africa, Spain, Sweden, Taiwan, UK, and USA). The conference was organized into 9 sessions that included a variety of topic areas such as Destination Management and Marketing, Training and Education, Cultural Heritage, Transportation and Environmental Issues, Social Issues and other. A full conference program can be found before the relevant abstracts. In accordance with ATINER's Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER's many publications.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which to discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the association. ATINER was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet to exchange ideas on their research and consider the future developments of their fields of study.

It is our hope that through ATINER's conferences and publications, Athens will become a place where academics and researchers from all over the world regularly meet to discuss the developments of their discipline and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published nearly 200 books. Academically, the institute is organized into 6 divisions and 37 units. Each unit organizes at least one annual conference and undertakes various small and large research projects.

For each of these events, the involvement of multiple parties is crucial. I would like to thank all the participants, the members of the organizing and academic committees, and most importantly the administration staff of ATINER for putting this conference and its subsequent publications together. Specific individuals are listed on the following page.

**Gregory T. Papanikos**  
**President**

**15<sup>th</sup> Annual International Conference on Tourism**  
**10-13 June 2019, Athens, Greece**

**Scientific Committee**

All ATINER's conferences are organized by the [Academic Council](#). This conference has been organized with the assistance of the following academics, who contributed by a) setting up the program b) chairing the conference sessions, and/or c) reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. Valia Kasimati, Head, Tourism, Leisure & Recreation Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
3. Peter Jones, Co-Editor, Athens Journal of Tourism & Professor of Management, University of Gloucestershire, U.K.
4. George Priovolos, Director, Center for Small and Medium-Sized Enterprises (CSME) & Professor, Iona College, USA.
5. Stephen Andrew Arbury, Head, Arts & Culture Unit, ATINER & Professor of Art History, Radford University, USA.
6. Mark Pennings, Academic Member, ATINER & Senior Lecturer, Queensland University of Technology, Australia.
7. Felio Jose Bauza Martorell Academic Member, ATINER & Professor, University of the Balearic Islands, Spain
8. Michael Long, Professor, Chair of Modern Languages and Cultures, Baylor University, USA.
9. Vincenzo Asero, Academic Member, ATINER & Assistant Professor, University of Catania, Italy.
10. Debra Cushing, Associate Professor, Creative Industries Faculty, School of Creative Practice, Queensland University of Technology (QUT), Australia.
11. Dumsile Gumede, Senior Lecturer and Head of Department, Durban University of Technology, South Africa.
12. Pavlos Arvanitis, Senior Lecturer, Solent University, UK.
13. Zafeirenia Brokalaki, Lecturer, University of Leicester, UK.
14. Ravel Paixao, Researcher, Federal University of Maranhão, Brazil.



**FINAL CONFERENCE PROGRAM**  
**15<sup>th</sup> Annual International Conference on Tourism, 10-13 June 2019,**  
**Athens, Greece**

**Conference Venue: Titania Hotel, 52 Panepistimiou Street, 10678 Athens,**  
**Greece**

**Monday 10 June 2019**

**07:50-08:40 Registration and Refreshments**

**08:50-09:20 (Room B - 10<sup>th</sup> Floor): Welcome and Opening Address by Gregory T. Papanikos, President, ATINER.**

**09:30-11:00 Session I (Room C - 10<sup>th</sup> Floor): Arts & Culture**

**Chair:** Valia Kasimati, Head, Tourism, Leisure & Recreation Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.

1. Michael Long, Professor, Chair of Modern Languages and Cultures, Baylor University, USA & Sara Alexander, Professor, Baylor University, USA. Challenges of Tourism Development and Resource Conservation: Livelihood Security and Culture Change among the Indigenous Svan in the Upper Svaneti Region of Georgia.
2. Mark Pennings, Senior Lecturer, Queensland University of Technology, Australia. Placemaking and the High-Line: Public Art and Landscape Architecture in New York City.

*\*This session is jointly offered with the Arts & Culture Unit.*

**11:00-12:30 Session II (Room C - 10<sup>th</sup> Floor): Training and Education**

**Chair:** Michael Long, Professor, Chair of Modern Languages and Cultures, Baylor University, USA.

1. Sandy Chen, Associate Professor, Ohio University, USA. The Roles of Outbound Educational Tourism in China: A Historical Perspective.
2. Pavlos Arvanitis, Senior Lecturer, Solent University, UK, Alberto Amore, Lecturer, Solent University, UK & Mohammad Golam Jamil, Research Fellow, Solent University, UK. Acknowledging Student Diversity and Inclusion in Teaching Contemporary Tourism in Higher Education.
3. Dumsile Gumede, Senior Lecturer and Head of Department, Durban University of Technology, South Africa. Integration of Indigenous Knowledge Systems into the Teaching and Learning of Ecotourism in Higher Education.
4. Salott Chau, Assistant Professor, Macau University of Science and Technology, Macao. A Study on Work Values, Career Choices, Job Satisfaction and Organizational Commitment of Hospitality and Tourism Industry in Hong Kong and Macau.

**12:30-14:00 Session III (Room C - 10<sup>th</sup> Floor): Destination Management and Marketing**

**Chair:** Pavlos Arvanitis, Senior Lecturer, Solent University, UK.

1. Junyi Zhang, Professor, Hiroshima University, Japan. Factors Affecting International Tourists' Visitation to Destinations in Megacity and Local Areas in Japan. (*Monday*)
2. Vincenzo Asero, Assistant Professor, University of Catania, Italy. The Impact of a Book Festival on a Destination's Tourism Development. (*Monday or early Tuesday*)
3. Ulrich Schmudde, PhD Candidate, Mid Sweden University, Sweden & Anna Sorensson, Lecturer, Mid Sweden University, Sweden. Tourism Development in Rural Areas in Sweden - In the Shadow of a Well-Established Destination.
4. Enrico Panai, PhD Candidate, University of Sassari, Italy, Gavino Balata, PhD Student, University of Sassari, Italy, Maria Veronica Camerada, Professor, University

of Sassari, Italy & Alessio Tola, University of Sassari, Italy. The Cambusa Project: Bottom-Up Approaches and Lean Start-Up Methods to Boost Nautical Destinations' Competitiveness in the Mediterranean.

**14:00-15:00 Lunch**

**15:00-16:30 Session IV (Room C - 10<sup>th</sup> Floor): Topics in Ancient Egyptian Sculpture & Architecture**

**Chair:** Zafeirenia Brokalaki, Lecturer, University of Leicester, UK.

1. Eman AbuZaid, Dean, Department of Egyptology, Faculty of Archaeology, South Valley University, Egypt. Egyptian Ptolemaic Statue from Ismailia Museum.
2. Khaled Abu El-Hassan, Professor, South Valley University, Egypt. The Standard Criteria for the Stelae of the Rameside Period.
3. Aliedin Abdelbadie Elkasabi, Professor, South Valley University, Egypt. The Status of Women in Ancient Egypt "Pharaonic" through Selected Models (Archaeological and Social Study).
4. Mahmoud Ali, Lecturer, South Valley University, Egypt. The Deterioration of Domestic Wooden Surfaces of Historical Buildings in Upper Egypt.

*\*This session is jointly offered with the Arts & Culture Unit.*

**18:00-20:00 Session V (Room B - 10<sup>th</sup> Floor): ATINER's 2019 Series of Academic Dialogues: Education in Arts and Humanities in a Globalized but Diverse World**

**Chair:** Stephen Andrew Arbury, Head, Arts & Culture Unit, ATINER and Professor of Art History, Radford University, USA.

1. Steven Z. Athanases, Professor, School of Education, Dolly and David Fiddyment Chair in Teacher Education, University of California, Davis, USA. Boundaries and Openings in a Cross-National Dramatic Arts Partnership.
2. Junyi Zhang, Professor, Hiroshima University, Japan. To Cross Academic Borders: Challenges and Opportunities.
3. Mark Pennings, Senior Lecturer of Visual Arts, School of Creative Practice, Creative Industries Faculty, Queensland University of Technology, Australia. Open Studio Visual Arts Study at the Queensland University of Technology: Teaching Art in an Austere Humanities Environment.
4. Jacqueline Petropoulos, Adjunct Faculty, York University, Canada. Re-examining the Value of an Arts and Humanities Education in Canada.

**21:00-23:00 Greek Night and Dinner**

**Tuesday 11 June 2019**

**08:00-11:00 Session VI: An Educational Urban Walk in Modern and Ancient Athens**

Group Discussion on Ancient and Modern Athens.  
Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

**11:30-13:00 Session VII (Room C - 10<sup>th</sup> Floor): Tourism, Transportation and Environmental Issues**

**Chair:** Dumsile Gumedede, Senior Lecturer and Head of Department, Durban University of Technology, South Africa.

1. Anna Sorensson, Lecturer, Mid Sweden University, Sweden, Maria Bogren, Senior Lecturer, Mid Sweden University, Sweden & Annika Cawthorn, PhD Student, Mid Sweden University, Sweden. Lifestyle Entrepreneurs in Tourism within Nature

- Based Businesses in Sweden.
2. Ravel Paixao, Researcher, Federal University of Maranhão, Brazil, Etacyjara Ferreira de Araujo, Graduate Student, Federal University of Maranhão, Brazil, Roziula Neves Lima, Professor, Federal University of Maranhão, Brazil, Roselis de Jesus Barbosa Camara, Professor, Federal University of Maranhão, Brazil & Maria Natalia Machado Coelho, Graduate Student, Federal University of Maranhão, Brazil. Lençóis Maranhenses National Park: The Impacts of the Transoceanic Residues in the Tourist Scenery of Caburé Beach, Barreirinhas - Maranhão, Brazil.
  3. Sheikh Shahriar Ahmed, Graduate Research Assistant, University at Buffalo, The State University of New York, USA, Sarvani Sonduru Pantangi, Graduate Research Assistant, University at Buffalo, The State University of New York, USA, Ugur Eker, Graduate Research Assistant, University at Buffalo, The State University of New York, USA, Grigorios Fountas, Lecturer, Edinburgh Napier University, UK, Stephen E. Still, Professor, University at Buffalo, The State University of New York, USA & Panagiotis Ch. Anastasopoulos, Associate Professor, University at Buffalo, The State University of New York, USA. Public Willingness to Use Autonomous Vehicles and Flying Cars for Airport Access Trips.

**13:00-14:30 Session VIII (Room C - 10<sup>th</sup> Floor): Special Topics in Tourism and Social Issues**

**Chair:** Ravel Paixao, Researcher, Federal University of Maranhão, Brazil.

1. Felio Jose Bauza Martorell, Professor, University of the Balearic Islands, Spain & Marta Vidal Crespo, University of the Balearic Islands, Spain. Ordination of the Tourist Territory. Special Reference to Insularity.
2. Cecilia Baptista, Professor, Instituto Politécnico de Tomar, Portugal, Luis Mota Figueira, Professor, Instituto Politécnico de Tomar, Portugal & Francisco Henriques, Professor, Instituto Politécnico de Tomar, Portugal. Portuguese Glamping Practices and Society.
3. George V. Priovolos, Professor, Iona College, US. Travel Abroad Component vs Online Experiential Learning in International Business Curricula: A Marketing Educator's Perspective.
4. Chris Young, Lecturer, Cape Peninsula University of Technology, South Africa, Young Marie Elizabeth Magdalena, Lecturer, University of the Western Cape, South Africa, Smith Neva, Manager, Association for Persons with Disabilities (APD), South Africa, Klaasen Sue Ann, Social Worker APD, Association for Persons with Disability (APD), South Africa & Jansen van Rensburg Naki, Manager, Association for Persons with Disability (APD), South Africa. Service for the Disability in South - Africa: A Case of Association for Persons with Disabilities.
5. Vanessa Muler Gonzalez, PhD Student, University of Girona, Spain. Rescuing Social Exchange Theory in the Host Guest Exchange.

**14:30-15:30 Lunch**

**15:30-17:00 Session IX (Room B - 10<sup>th</sup> Floor): Cultural Heritage, Technology & the Arts**

**Chair:** Mark Pennings, Senior Lecturer, Queensland University of Technology, Australia.

1. Rozmeri Basic, Professor, The University of Oklahoma, USA. Advances in Technology and Cultural Heritage.
2. Claus Rinner, Professor, Ryerson University, Canada. Between Art and Science: Map-Making in the Digital Age.
3. Saral Surakul, Associate Professor, University of Georgia, USA. Terrariums: The Reflection of Human Impact on the Environment.
4. Margaret Ann Zaho, Associate Professor, University of Central Florida, USA.

Cultural Heritage and Virtual Reality: A Mutually Beneficial Relationship.  
5. Yi-Ju Lee, Associate Professor, Tainan University of Technology, Taiwan. Aesthetics Experience, Sustainability and Behavior Intention in a Reuse Heritage Site.

*\*This session is jointly offered with the Arts & Culture Unit.*

**20:00- 21:30 Dinner**

**Wednesday 12 June 2019  
Mycenae and Island of Poros Visit  
Educational Island Tour**

**Thursday 13 June 2019  
Delphi Visit**

**Friday 14 June 2019  
Ancient Corinth and Cape Sounion**

**Aliedin Abdelbadie Elkasabi**  
Professor, South Valley University, Egypt

### **The Status of Women in Ancient Egypt "Pharaonic" through Selected Models (Archaeological and Social Study)**

The research aims to clarify the status of women in the ancient Egyptian society and the extent of society's appreciation for them, especially the wife, throughout some of the artistic works. It is clear how high the status of women in ancient Egyptian society was, that she was represented sitting next to him on a seat for two people who were receiving offerings from their children, daughters and family, wearing the most beautiful dresses, as women were depicted in some scenes while they were at parties where women drank wine offered to them by young girls, wearing the most fancy cloths, and wigs. These images occupy a large area of the scenes on the walls of their husbands' tombs, so we will discuss in this research the extent of the social status of the woman in the ancient Egyptian society.



*Sabu and his Wife Meritites Appear Seated, Museum of Egyptian Art, Munich, Germany*

**Khaled Abu El-Hassan**  
Professor, South Valley University, Egypt

## **The Standard Criteria for The Stelae of The Rameside Period**

This Paper seeks to clarify the whereabouts of the stelae of Rameside Period, depending on: (1) their position in the tombs, in the broad hall, in the width hall, or in the shrine of the tomb. (2) their shapes; as a rounded-top, square-shaped, false-door, or rectangle Stelae. (3) The division of the surface of the stelae (4) The Lunette. (5) The deities who are depicted in the scenes, and the lunette. (6) The representation of the owner of each stela.



*Pl.1. Reshep and Qedesh, nr. 50066,  
(see: Tosi & Roccati, 1972: 102-4, 290)*



*Pl. 2, Re-Horakhty, on the stela of  
Anherkhawi, in Brooklyn Mus. No. 66*



**Eman AbuZaid**

Dean, Department of Egyptology, Faculty of Archaeology, South Valley  
University, Egypt

### **Egyptian Ptolemaic Statue from Ismailia Museum**

In the Ismailia Museum is a block statue No. JE 37185 of a certain @r, who was the son of Jy-m-□tp and Kr-hb. This statue has not been published previously, It was found by Legrain in the Karnak Cache on 4/6/1904. Now, this object is stored in the magazine of Ismailia Museum in a good state of preservation, except for some shattering in the palm of the left hand with his elbow. The wide back pillar and the front of the statue keeping complete inscriptions, except the last line on the front. The present study will discuss the statue, the scenes and the inscriptions that carved on its surface.



**Sheikh Shahriar Ahmed**

Graduate Research Assistant, University at Buffalo, The State University  
of New York, USA

**Sarvani Sonduru Pantangi**

Graduate Research Assistant, University at Buffalo, The State University  
of New York, USA

**Ugur Eker**

Graduate Research Assistant, University at Buffalo, The State University  
of New York, USA

**Grigorios Fountas**

Lecturer, Edinburgh Napier University, UK

**Stephen E. Still**

Professor, University at Buffalo, The State University of New York, USA  
&

**Panagiotis Ch. Anastasopoulos**

Associate Professor, University at Buffalo, The State University of New  
York, USA

**Public Willingness to Use Autonomous Vehicles and Flying  
Cars for Airport Access Trips**

Recent technological advances have been playing an instrumental role in the development of autonomous vehicles (AVs) and flying cars, which are expected to be introduced to the transportation system in near future. These emerging transportation technologies have the potential to serve in a significant number of different usage scenarios. In this study, we investigate public willingness to use AVs and flying cars as access modes to airports. An online survey was conducted, where 692 participants from 19 countries responded. The survey included questions about respondents' willingness to use AVs and flying cars for airport access trips, opinions towards potential benefits and concerns that may arise from their use, attitude towards existing modes, as well as a number of socio-demographic characteristics. Using the data from this survey, individuals' opinions towards using AVs and flying cars for airport access trips are statistically modeled within a correlated grouped random parameters bivariate probit framework. The analysis results show that the willingness to use AVs and flying cars is affected by various socio-demographic characteristics, individuals' perceptions towards perceived benefits and concerns of AVs and flying cars, as well as the individuals' most frequent mode choice for airport access trips. The findings of this study can provide insights to airport management authorities, planners and legislative authorities to take necessary policy decisions, which would enable passengers to experience seamless traveling experience to and from the airports using AVs and flying cars.



**Mahmoud Ali**  
Lecturer, South Valley University, Egypt

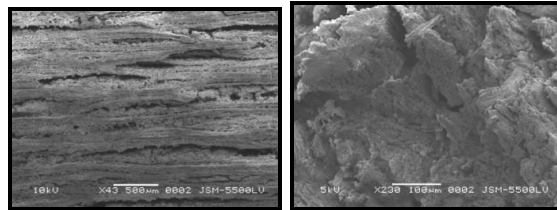
## **The Deterioration of Domestic Wooden Surfaces of Historical Buildings in Upper Egypt**

Domestic woods grown in ancient Egypt were used for many purposes such as structural elements in historical archaeological buildings in Upper Egypt in particular. In this area, wooden artifacts are subjected to various deterioration factors such as moisture, temperature and solar radiation that have considerable deterioration of the outer surface of the wood structure elements. It is important to identify and understand the reasons of the deterioration process for the future conservation purposes and to determine the appropriate treatments.

In this study, two different examination techniques were used, scanning electron microscopy (SEM) and fourian transform infrared spectroscopy (FTIR), to examine some deteriorated samples from historical and archaeological buildings, which showed various degrees of deterioration of the wood surface and the changes on the main chemical compounds of wood.



*One of the Wooden Lintels in Civil Archaeological Buildings of Isna City*



*SEM Micrograph of Domestic Wood, Showing the Cracks, Fractures and Separation between Cells. ((a) 43X, (b) 230X)*

**Pavlos Arvanitis**

Senior Lecturer, Solent University, UK

**Alberto Amore**

Lecturer, Solent University, UK

&

**Mohammad Golam Jamil**

Research Fellow, Solent University, UK

## **Acknowledging Student Diversity and Inclusion in Teaching Contemporary Tourism in Higher Education**

Over the last two decades, teaching tourism in Higher Education has sought to meet the requests among prospective students with the inclusion of curricula that acknowledged the global nature of the tourism, travel and hospitality industry. Teaching staff are required to develop sound research-informed teaching approaches that account for international knowledge of the phenomenon and a very strong multicultural awareness due to the relevant share of international students who embark on a degree in tourism. A further element worth consideration is the inclusion of key contemporary issues in global tourism and how to bridge the gap between research and teaching through reflexive action-based teaching practices. Traditionally, seminars in the tourism discipline are conveyed as an end-product of the learning and teaching experience, with students gathering information through inquiry, and then sharing the findings through presentation. Nevertheless, there is no evidence as to whether current seminars delivery actually enhances students' learning experience. Rather, higher education literature advocates for alternative approaches in which seminars become the basis for inquiring problems, identifying solutions of the problems, and continuing reflection opportunities.

This study seeks to present preliminary findings from a current project among third-year students enrolled in International Tourism Management and International Air Travel and Tourism Management at Solent University, United Kingdom. This specific cohort consists of nearly 60% international students, compared to the rest of the university (19%). The aim of the study is to evaluate the effectiveness of seminar learning among undergraduate tourism students by comparing traditional and innovative seminar sessions for two Level 6 units currently taught at Solent University. This study provides evidence from a pilot series of focus groups and post-seminar questionnaires to ascertain the perspective of domestic and international students. Moreover, it provides data from a survey forwarded to tourism scholars around the world to ascertain the use of seminars as teaching technique. Finally, the study illustrates findings from semi-structured interviews with a panel of tourism scholars

to compare the expectations from seminar teaching and the emerging findings from student focus groups.

**Vincenzo Asero**

Assistant Professor, University of Catania, Italy

## **The Impact of a Book Festival on a Destination's Tourism Development**

Book festivals are cultural events attracting a large number of participants, spectators and sponsorships. They are emerging worldwide as a growing sector of the tourism and leisure industries and are seen to have significant impact on the host places. Studies in tourism and hospitality management have examined the potential effects of hosting a cultural event, and revealed a variety of factors that influence the possible benefits for a destination. In many cases, the benefits lead to the repetition of the event, over the years, in the same place. These impacts have also become important factors for obtaining community-wide event support. In this regard, book festival attendance and spectators' perception may constitute opportunities for increased benefits from tourism for a host destination, enhancing the role of an event in the development of tourism. Unlike economic impacts, however, legacy and intangible impacts are somewhat difficult to evaluate. Starting from these perspectives, this research focuses on tourism impact and legacy of cultural event hosting, considering empirical evidence from a book festival in Italy.

**Rozmeri Basic**

Professor, The University of Oklahoma, USA

## **Advances in Technology and Cultural Heritage**

Lord and Professor Colin Renfrew, Senior Fellow, McDonald Institute for Archaeological Research, University of Cambridge, delivered the first Maria Gimbutas Memorial Lecture at the Oriental Institute, University of Chicago, on November 8, 2017. He discussed the Indo-European origin of languages based on recent DNA analysis of human remains found in ancient burial sites. In addition, Professor Renfrew backed up the established theory of Minoan and Mycenaean origins, relevant to Kurgan invasion and Anatolian migration. However, he failed to mention possibility to use technological advances in science to further explore theories of origin of cultures with no written language records such as, for example, the Cycladic one.

The goal of this paper is to discuss some of latest discoveries relevant to the Aegean Neolithic and Bronze Age periods and infinite or/and limited possibilities to reshaping our understanding of the past.

**Cecilia Baptista**

Professor, Instituto Politécnico de Tomar, Portugal

**Luis Mota Figueira**

Professor, Instituto Politécnico de Tomar, Portugal

&

**Francisco Henriques**

Professor, Instituto Politécnico de Tomar, Portugal

## **Portuguese Glamping Practices and Society**

Glamping is a new way of practicing Tourism, enjoying Nature with the integration of elements to increase quality through provided by Luxury Accommodation. This type of accommodation presents requirements and requirements of greater investment in the physical and psychological comfort of tourists. In Glamping value chain there are relevant factors to ensure: Travel (accessibility); Accommodation (equipment's quality and natural surroundings); Restoration (authentic but exquisite gastronomy); Entertainment and Leisure (suitable for individual and group ecotourism experiences); Safety and Health (as qualifying factors for this camping segment); Access to Goods and Complementary Services (needs, desires and motivations to materialize). As a segment of the Nature Tourism practices in its diversity, Glamping is still a recent and new form of accommodation, however consigned by Turismo de Portugal, I.P., since march 2019, through the 5th amendment of the article 19 of Decree Law number 80/2017, that regulates the Legal Regime of Tourism Enterprises.

This practice of camping in compromise with Nature, Comfort and Ecology has been growing since the beginning of the 21st century, against the downward trend in demand for traditional camping. This change in the trend of housing consumption has been a valuable tool, for the attractiveness of low demographic density territories, as well as, in the balance of seasonality issues. In terms of methodology, a national survey of glamping lodgings was carried out, comparing its distribution on the territory, as well as the different typologies, costs and operation modes. It was defined the profile of the provided services, the difficulties expressed and the quality of the offer in a growing market.

It was concluded that this tourism modality is very devoted to the external demand and less appreciated by the domestic tourism. Tourist promoters are concerned about the sustainability of their glamping investments, including practices of organic farming and permaculture. The promoters are mainly foreign managers, probably due to a lesser awareness of nationals for this growing tourism reality. We also conducted online surveys to understand the dynamics of this market niche. The obtained answers allowed to realize among other variables the cost/benefit relation in the different studied glamping enterprises. The

MovTour Project - Tourism Culture with and for Society granted by FCT-Portugal is integrated in this study intended to include the local communities in the tourism co-creation process.

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### **Ordination of the Tourist Territory. Special Reference to Insularity**

In a short time it has been developing and consolidating with unusual speed a new model of accommodation, different from the traditional hotel and extra hotel (apartments, bungalows, rural tourism ...) which consists of the temporary rental of the usual homes.

This fact is mainly explained by the appearance of technical means that allow the remote contracting of residential homes with knowledge of the environment (proximity to the coast or the historic center, transport network ...) and, what is more important, the opinion and valuation of other clients.

This new model of tourist accommodation has been led by the private sector, mainly by technical platforms and internet portals (airbnb, the idealist ...) and has met a very strong demand, while the public sector has reacted with the traditional delay that the bureaucracy supposed.

At the same time, the traditional tourism model, based on tertiary land, has also been subject to territorial planning, as a result of adapting the infrastructures and facilities suitable for this type of economic activity: garden areas, spaces for parking, drinking water supply, public transport, waste collection ...

Both causes - the traditional and the novel - force the public authorities to plan the space in which the tourism activity is going to be developed, in order to adapt it and make it adequate to the demands and avoid mass tourism.

This problem is especially acute in the insular territories because their space is limited and therefore the ordination of the territory becomes essential.



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## **A Study on Work Values, Career Choices, Job Satisfaction and Organizational Commitment of Hospitality and Tourism Industry in Hong Kong and Macau**

A continual growth and development of hospitality and tourism sectors are necessary to be supported by sufficient professional staff to produce a consistent level of quality service. In fact, a good service delivery system is one of the top three competitive strategies employed by the senior executives to realize a consistent standard of services (Wong and Kwan, 2011). Facing the intensive competition of tourism and hospitality industries in a global world, the success depends on whether all service providers can recruit quality staff and make them committed to their work and organization. For example, Hong Kong relies entirely on service industry, which accounts for 92.4% of Gross Domestic Product (GDP) in 2017 and tourism is one of the four key industries of employment in Hong Kong (Hong Kong Census and Statistics Department). In fact, one may see that the characteristic of “inseparability” (Kotler, 2010) of service makes the demand from front-line employees a critical factor for success.

Hospitality and tourism industries in Hong Kong has experienced continual growth and development. The reputation of the industry is built upon the service excellence delivered and its sustainability. The sustainability of the quality service relies on employees, the human asset of a corporation. How can an institution recruit and maintain a pool of quality staff? This question in fact becomes a top agenda of any service provider in hospitality and tourism industry. It is recognized that Hong Kong is facing the brain drain problem which is intensified with the increasing demand of hospitality staff from the nearby regions such as Macau (Lee, 2011) which has experienced similar situation.

This study aims at exploring whether the factors including (1) work value (2) job satisfaction (3) career choice will contribute positively to organization commitment which is an essential element for delivering service excellence consistently. Identification of these major forces may give thoughts to capitalize quality staff at the source. Therefore, the present study intends to explore the following research questions:

1. What are the possible measurable items influencing each of the above-mentioned constructs including work value, job satisfaction, career choices and organizational commitment?
2. Would there be any interrelationship among these four constructs?
3. What would be the recommendations based on these established relationships among these four constructs?

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## **The Roles of Outbound Educational Tourism in China: A Historical Perspective**

Traveling abroad to study, which falls under the definition of *educational tourism* by Ritchie, Carr, and Cooper (2003), has become a new sensation in China's outbound tourism market. Indeed, since the start of the 21st century, top colleges and universities around the world have found themselves welcoming more and more Chinese students, who are becoming the largest group of international students across campuses. Most of these students are self-financing and pay full tuition and fees, thus every year contributing billions of dollars to destination countries such as the United States, the United Kingdom, Canada, Australia, Germany, France, and Singapore. This single fact is enough to highlight the importance of this market. Nevertheless, this market has not received much attention from the angle of tourism. Although there is growing interest in educational tourism in general, much of the existing work discusses such tourism as it pertains to Europe and America. For instance, Brodsky-Porges (1981) traced the roots of Europe's Grand Tour of the 17th and 18th centuries and its impact on society, while Falk, Ballantyne, Packer, and Benckendorff (2012) examined Aristotle's concepts of *phronesis*, *techne*, and *episteme* as a framework for understanding how tourism contributes to learning. These Western concepts, however, do not suffice to explain the Chinese market, which has its own origins, philosophies, and motives.

This study was conducted in response to the phenomenal growth in student tourists as a viable outbound tourism segment in China, which itself has received limited attention from tourism researchers. The study surveyed the origin and philosophy of travel as an educational device, as well as educational travelers' motives throughout China's history from the Confucian era to China today. This resulted in several significant findings. First, throughout the long history of ancient China, traveling played a significant role in Chinese people's acquirement of new knowledge, cultivation of personal character, and inspiration in creation outstanding literature. In turbulent times while China was attacked by other countries, traveling abroad became a path for Chinese patriots to seek ways to build up a strong and peaceful country. In Modern China, traveling abroad to study is becoming a "lifestyle" for young people to see and learn about the world; and educational tourism has changed from a by-product to a major driving force behind the explosive growth in leisure tourism in the 21st-century.

This paper makes several significant contributions. First and most important, it offers higher education leaders, administrators, educators, and decision-makers a view of the origins and history of educational tourism in China, which in turn explains the deeply rooted motivation for young Chinese people today to explore the world. In particular, international educators and administrators engaged in studies of Chinese educational tourists could use this information to develop learning activities and course structures suitable for a Chinese audience; marketers can use these background factors to effectively refine marketing and service strategies so as to sustain long-term success in this market. Finally, the paper presents an urgent call to tourism government agencies for establishing relevant policies and regulations, which are very limited at the time of this article's composition, to guide the market growth and to protect young citizens studying abroad.

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**Integration of Indigenous Knowledge Systems into the  
Teaching and Learning of Ecotourism in Higher Education**

Universities in South Africa are currently engaging in robust debates on decolonisation of their curricula to include indigenous knowledge and enable the students to take pride in authentic African practices. Ecotourism as a field of study integrates quite a number of other fields including business, nature conservation and environmental management. The Department of Ecotourism initiated and included in its entrepreneurship and financial management syllabus some elements of indigenous knowledge systems inviting among others izangoma (fortune tellers), abalimi (subsistence farmers), abeluki (weavers) and ababazi (wood carvers) as guest lecturers to share with the second year students important aspects of their crafts linking that to entrepreneurship and financial management.

The conceptual framework for the paper will be derived from the following key words: curriculum, decolonisation, indigenous knowledge systems and integration of technology, leading to possible ways of integration of technology in the drive to incorporate indigenous knowledge systems to decolonise the ecotourism curriculum. Ecotourism as a niche area is aimed at supporting conservation, environmental management and cultural heritage of host communities. There is evidence that if properly planned with the interest of local people at the central instead of the usual exploitation of authentic traditional knowledge and skills propagated by colonialism, ecotourism can be a powerful tool for integration of IKS and host communities into the mainstream of the economy. Higher education has a pivotal role to play in decolonising the minds of the students, inculcating pride in themselves and their origins, while looking outward to wider environment to integrate technological advancements to improve and preserve IK.

This paper was based on a guest lecture given on ubungoma (fortune telling) as an entrepreneurial activity incorporating some financial management to a group of 120 second year ecotourism students. The guest lecturer was informed well in advance what was expected of her and the students were prepared for this kind of interaction though the departmental group Facebook page followed by a brief discussion in class. Technology, such as computer and data projector, were integrated and used to present and explain authentic African knowledge to highlight that decolonisation is not about going backward, but knowing and taking pride in who they are and their culture and integrating IKS with technological advancements. Qualitative data were collected from the

students straight after the lecture regarding their feelings of the kind of information shared, the manner in which the information was delivered, and whether they thought that such indigenous knowledge has a place in higher education and the 4<sup>th</sup> industrial revolution era. The study was inductive developing the theoretical framework that is grounded in data localised to second year ecotourism students at DUT meaning that the conclusions of this paper are not generalisable, but serve as propositions that could, with modification, be applied to other similar cases.

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### **Aesthetics Experience, Sustainability and Behavior Intention in a Reuse Heritage Site**

Tainan City is the cultural capital in Taiwan and is rich in multi-historical and cultural resources; in addition, the city government actively promotes the reuse old buildings and heritage sites and fosters the development of local tourism. The old buildings, via the transformation of reuse, indicates the characteristics of heterotopology and possesses the unique charm. The study identified the hypothesized relationships among aesthetics experience, sustainability and behavior intention in a heritage site which is reuse as a tea house in Tainan, Taiwan. A face-to-face questionnaire survey was administered in Weiwu Tea House. Data analysis was conducted using the SPSS and AMOS. The results revealed significant positive relationships between aesthetics experience and sustainability, as well as between sustainability and behavior intention. Moreover, this study suggested that aesthetics experience may be an accurate predictor of behavior intention, particularly regarding cultural tourism. This paper provides additional suggestions for enhancing sustainability and future travel behavior regarding reuse heritage sites.

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**Challenges of Tourism Development and Resource  
Conservation: Livelihood Security and Culture Change  
among the Indigenous Svan in the Upper Svaneti Region of  
Georgia**

This study examines relationships between resource conservation, livelihood security, the recent expansion of tourism-based economic development by the Georgian government, and associated changes in traditional lifeways in the Upper Svaneti region of the Republic of Georgia. Few studies have been done in post-Soviet States examining the challenges of tourism development and resource conservation relative to livelihood security and changes in cultural identity. Whether tourism provides social and economic benefits at the household level, while simultaneously supporting household and community well-being over the long term, is a question social scientists have been investigating for roughly three decades. Indeed, host populations, tourists, the tourism industry, and environmentalists have mutual interests in ensuring that tourism development is sustainable. As far back as the time of the Rio Summit in 1992, the UN Conference on Environment and Development began to promote “win-win” policies that were designed to exploit the complementarity between poverty reduction, economic efficiency and growth, and sound environmental management, all the while recognizing that the empirical record gave testament to the complexities of relationships between local populations, traditional lifeways, and development and environmental protection. This study focuses on the indigenous Svan in the Upper Svaneti region of the Republic of Georgia, a remote borderlands region. Our paper (1) examines how government-mandated tourism development is changing demographic characteristics of these remote communities, (2) explores the perceptions local residents have regarding how increased tourism is affecting their lifeway and worldview, and (3) identifies the impacts tourism and resource conservation measures are having on their livelihood security and cultural identity.

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## **Rescuing Social Exchange Theory in the Host Guest Exchange**

This research note has the objective to clarify the applications of social exchange theory (SET) to the host-guest relation and, more specifically, the rationality principle to the host-guest exchange in tourism. Social exchange theory is, perhaps, the most prolific theory in the subject of host-guest relations in tourism. However, it is the contention in this research note that it has been applied with a highly economic slant. It appears that substantial literature interprets that SET "treats the relationship between residents and tourists as one based solely on financial transactions" (Woosnam, William and Tianyu, 2009).

Many researchers have attempted to prove that social exchange theory applies to the host-guest exchange (Pavlos, 2016; Ryan & Montgomery, 2000). An axiom in SET is the rationality principle which states that "in choosing between alternative actions, a person will choose that one for which, as perceived by him at the time, the value,  $V$  of the result, multiplied by the probability,  $p$ , of getting the result, is the greater." (Emerson, 1976: 43). The implication of this principle is that SET can explain any kind of behavior because it is ultimately about value. SET identifies many values in social exchange, among them altruism, competition and reciprocity (Meeker, 1976).

Notwithstanding this literature, most research on the host-guest relationship has in general assumed value to be almost exclusively economic and egotistic. The result of this interpretation of SET has led researchers to reject it when altruistic uninterested motivations are observed. Ryan and Montgomery (2000), for example, questioned the explanatory value of SET and the rationality principle based on their finding that respondent residents were concerned with impacts on the general public, like the property prices for the young generations, benefits that were not coming to them individually but to other unknown community members. Pavlos (2017) discarded SET in favor of the altruistic surplus phenomenon (ASP) because the latter could explain the selfless involvement of residents in tourism activity. The study attempted to prove whether SET or ASP explained better the involvement of volunteer residents in tourism associations. In the results, the respondents placed service to the community as their first motivation to become volunteers while their second and third motivations were self-growth. The authors conclude that ASP, as opposed to SET, was considered more appropriate to interpret the behaviour of residents who were members of two local associations for two reasons: first, "the respondents' incentives for participating in voluntary tourism associations were selfless since the ultimate goal was to help the community. Second, all interviewees from



both associations disregarded individual negative consequences for collective prosperity, thus confirming ASP which: “has its roots in emphasizing collective over individual benefits” (Pavlos, 2017: 34).

Research has attempted to look for egotistic rewards in the host-guest relation using SET but this theory from its early literature already indicates that rewards do not need to be selfless. As Emerson stated, if the emotion and accompanying behavior called “love” with all of its irrational self-denial in pursuit of the other’s welfare, is sustained in the long run only by reciprocal love (among other supporting returns) then the love relation is appropriately analyzed within the exchange approach (Emerson, 1976:341). The focus should therefore be on longitudinal relations and elements that might influence what individuals consider rewarding such as values. That humans might pursue selfless reward need not be irrational as long as rationality is not exclusively related to selfish or monetary reward exclusively.

In this sense Emerson suggested a value hierarchy that could determine the outcome of the exchange. The focus should therefore be on the role of values in determining rewards and costs. Similar to this orientation, a line of studies has focused on the influence of values and beliefs on perceptions of benefits and costs by residents (Nicholas, Thapa, and Ko 2009; Rasoolimanesh et al. 2015; Wang and Pfister 2008). Other studies have focused on the influence of values and beliefs on attitudes towards impacts and support for tourism (Jurowski, Uysal, Williams, 1997; Nunkoo & Gursoy, 2012, Nunkoo & Smith, 2013)

More recently, Yasong (2008) concludes that since most SET applications were purely economic a sociological version of SET could better explain cases in which “the principle of rationality is less about maximization of wealth or self-interests but rather on sentiments, value domains and social conditioning, which serve as a reinforcement for the position an actor might take.” (Wang & Pfister, 2008:92) This last interpretation is more akin to the original ideas of Emerson and Blau since it brings values and longitudinal reinforcement into the equation. Boley, et. Al. (2014) also propose a line akin to Emerson’s ideas by blending SET with Weber’s Theory of Formal Substantive Rationality. Formal rationality refers to economic motivations and substantive to non-economic ones. Boley (2012) added Weber’s theory of Substantive and Formal Rationality to understand SET since the former theory recognizes a spectrum of rationality that is to do with economic needs, and substantive rationality, includes values, beliefs, morals, and philosophy has great potential for resident attitude

It is still true that SET is the most prolific theory used to understand resident-guest relations (Andereck & Vogt, 2000). Therefore, it would be indeed adequate to pursue other theoretical underpinnings. The purpose of this research note, however, is to highlight that there are still

opportunities to apply a different interpretation of SET which is less slanted towards economic and financial interest.

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**Lençóis Maranhenses National Park:  
The Impacts of the Transoceanic Residues in the Tourist  
Scenery of Caburé Beach, Barreirinhas - Maranhão, Brazil**

The protection of natural resources is a discussion of international interest and among the factors to contribute to the threat of the planet is the irregular disposal of solid waste. This article is the product of an ongoing research that aims to investigate the origins of the solid waste that is taken by the oceanic water, through the sea currents, reaching Caburé Beach, Barreirinhas-MA, Brazil, located in the Lençóis Maranhenses National Park. It is an investigation of a primary character through field research, where direct observation and photographic record were used, as well as a bibliographical research as a secondary source. As partial results, it was verified that the solid residues found along the coast come from various parts of the planet. It was also verified that such residues are not restricted only to the shores of the beach of Caburé, but are also present in the Preguiças River and throughout the area that covers the Lençóis Maranhenses National Park, which is an important biome and unique world tourist destination. The transboundary effects of these wastes, brought by the sea currents, contribute to the fragility of the ecosystem and cause impacts on the landscape, compromising the environmental balance and the economic activities developed in the area, such as the tourism. The contributions of this study pass through between both local and global actions and dialogues, in order to minimize the environment impacts around the world.

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## **The Cambusa Project: Bottom-Up Approaches and Lean Start-Up Methods to Boost Nautical Destinations' Competitiveness in the Mediterranean**

Nautical Tourism in the Mediterranean is a relevant source of revenue for the involved territories. Nautical destinations are geographical hubs capable of hosting boats and vessels providing both technical services and tourism-related services to the visiting yachtsmen and to the residents. Nautical destinations can be viewed as gateways to the internal zones bordering the coastal areas, provided that there are sufficient links between the offer of goods and services of the inland (agri-food products, cultural and natural attractions and connected services) and the potential users or customers which reach the area from the sea.

The Cambusa project addresses the need to establish such links by leveraging on the attractiveness of the maritime activities and the high quality, locally-produced traditional food. The project aims to foster the connection between coast and internal areas and boost competitiveness of both maritime business and agri-food companies of the rural areas. The project has a duration of three years, funded by the Interreg Italy-France Maritime 2014-2020 EU programme is based on the collaboration of public and private actors, with the technical support of the University of Sassari.

The design of the initiative included the establishment of a steering committee, the creation of an adaptive communications strategy and conjoined promotional actions, the design of a mobile e-commerce platform to support the distribution of agri-food products in the marinas and harbours and a focus on future sustainability of the initiative and its spin-off towards financial viability once the EU funds used for the start-up phase are spent. The approach used to develop the project and define its strategy is an innovative combination of participative policymaking and lean start-up methodologies and techniques. The paper describes the initial phases of the project, the preliminary results and the future implications of this initiative with a specific focus on the validation process of the idea and fine tuning of the model.

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**Place-Making and Cultural Tourism in a Tokyo Urban Landscape: Kōenji's Local and Global Art Projects that are Transforming the Suburb into an Art and Culture Hub**

Cities can improve the tourist experience by ensuring that urban centres afford intellectual, emotional, and social connections with various aspects of place. Enlisting creative practitioners, such as artists, landscape architects, and architects to not just decorate, but enhance the urban experience is a vital draw for tourists, and encourages a deeper connection to place for locals. These factors are essential for urban centres that are attractive to tourists looking for a unique short and long-term travelling experience in a city to share the lifestyles of local inhabitants. This paper focuses on the example of Japan, which is a popular tourist destination and has hosted 23.68 million overseas tourists in 2018, of which half visited Tokyo. The popularity of Tokyo is due to its unique culture and its distinctive urban landscapes. Suburbs such as Ginza, Harajuku, Shinjuku and Shibuya are very popular with mainstream tourists. Less prominent suburbs, such as Kōenji, are also known for their idiosyncratic art and street culture scenes. Focused on this artistic lifestyle is BnA Inc, an entrepreneurial group of millennials that see Kōenji as an urban laboratory where art and life can meet in a melting pot of creative collaborations that enhance the urban experience. BnA Inc. has initiated a number of art and cultural activities that attract local inhabitants and global cultural tourists. These entrepreneurs have sanctioned art hotels, cafés, music venues, art galleries and mural art projects that are helping to generate a grass-roots notion of place-making where the street becomes a place for artistic expression and a meeting place where visitors and locals can connect. This is a unique enterprise for Japan's cultural tourism. This paper draws on interviews with two members of BnA Inc. and considers the group's urban projects, such as AMP café, Koenji Mural City Project, graffiti art, and the Conran Exhibition.

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## **Travel Abroad Component vs. Online Experiential Learning in International Business Curricula: A Marketing Educator's Perspective**

Today's global business environment makes it imperative that Business Schools around the world prepare their students to operate effectively across national and cultural boundaries. Thus, course curricula in e.g., International Finance, International Marketing, and International Management incorporate the teaching of basic (and, in the case of graduate-level courses, more advanced) knowledge and skills that will enable future managers to thrive in the evolving global marketplace. Traditional International Business classes utilized a combination of secondary data collection/analysis exercises, case studies, team projects, classroom discussions, simulations, etc. to facilitate knowledge and skill acquisition, while promoting student intellectual, emotional and social development. Accreditation bodies, like the Association to Advance Collegiate Schools of Business (AACSB International), have accelerated the internationalization of business curricula by encouraging the integration of an international dimension into all business courses. Moreover, research shows that incorporating a travel component into an international business course helps students develop a competitive edge by expanding their knowledge of international cultures and other factors that could potentially influence operations and profitability in diverse business environments. However, smaller institutions are usually at a disadvantage trying to design and implement quality business curricula with a trip abroad component due to limited resources and/or lack of international partnerships; at the same time, successful programs designed for larger colleges/universities are often difficult to scale to fit their needs. More recently, innovations in educational technology have allowed the introduction of more experiential tools/strategies in International Business classes: the purposeful use of interactive media and online learning tools in general have the potential to improve student engagement by making learning "fun," while bridging the physical and cultural distances between class participants (including the instructor him/herself) and the rest of the world in a more affordable (and convenient) way than a traditional class with an international trip component. In light of the fact that both Educational Tourism and Online Experiential Learning methodologies continue growing, this study explores their relative advantages/disadvantages as well as their potential compatibility as components of International Business curricula from a Marketing educator's perspective.

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## **Between Art and Science: Map-Making in the Digital Age**

Cartography is alternatively positioned as an art, a science, or a combination of the two. Consequently, maps can be viewed as graphic art works, scientific visualizations, or communication tools. The paper focuses on thematic maps created from data and designed for printing or static viewing on screen. In just over a dozen years of teaching thematic cartography and geovisualization at the graduate level, I have observed a remarkable transition of student-designed maps. Emerging styles include tone-in-tone linework, a shift to using bright colours on dark background, the adoption of the infographics paradigm, and a general trend towards more aesthetically pleasing maps.

I argue that this disruption of conventional cartographic design could not have occurred without the availability and accessibility of geospatial open data. Access to these data, which are often local and therefore of great interest to students, has allowed for deeper engagement and encouraged more experimentation. Novel mapping tools, often open-source tools, enable previously uncommon or entirely unknown map types, such as heatmaps, hexbin maps, unclassed and bi-variate choropleth maps. I will provide numerous examples from student and alumni work and discuss their data sources, cartographic design decisions, and dissemination through online and social media channels.

I conclude that the proliferation of “artsy” maps constitutes an unexpected element of the societal value of open data initiatives. It complements the improved accessibility of data analytics facilitated by open data and open-source software tools. As politicians and taxpayers will question the cost of maintaining open data catalogs into the future, administrators and activists can pinpoint the role of open data in education and visual art as an often over-looked benefit.

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&

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## **Tourism Development in Rural Areas in Sweden – In the Shadow of a Well-Established Destination**

Tourism development is a field that has been studied by researchers for decades. Research has not yet addressed to any larger extent the issue of destinations that are situated in the shadow from a well-established destination. This article defined shadow destinations as destinations that exist in the shadow of a well-established destination with strong and well-known brands. The well-established destinations have a famous brand and therefore attract many tourists. The shadow destinations on the other hand struggle with their tourism industry and the development of their destination. The aim with this paper was to study destinations in the shadow of well-established destinations with strong brands. The following questions are investigated: How are destinations in the shadow of well-established destinations affected in their tourism development? What are the conditions for tourism development for destinations in the shadow of well-established destinations? How can destinations in the shadow of well-established destinations benefit from the brand of the well-established destination? The study was constructed as a multiple case study where two shadow destinations in a rural setting in the middle of Sweden were chosen. Data was mainly collected from semi-structured interviews with representatives from the municipality, destination marketing organization, tourism companies as well as infrastructure companies. Data was also collected by observations and written materials. The results show that shadow destinations could add value to tourists in well-established destinations by offering an attraction that benefit the tourists. It also shows the importance of networking between the destinations and the usefulness of the well-known brand in their communication towards tourists. The shadow destination could also help a well-known destination to become more sustainable when the pressure of too many tourists of the well-established destinations is reduced. Finally, shadow destinations could create transport routes that make the tourists choose other ways and therefore experience attractions in the shadow destination.



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## **Lifestyle Entrepreneurs in Tourism within Nature Based Businesses in Sweden**

A growing number of research studies focuses on lifestyle entrepreneurs in the tourism industry. Lifestyle entrepreneurs often start their business due to the fact that they want to make business of their hobby or they want to create a certain quality of life by living in a specific place. Previous studies argue that lifestyle entrepreneurs are often motivated by non-economic goals. Nature based businesses includes traditional businesses like agriculture and forestry but also new emerging businesses that are based on nature's resources like tourism. In rural areas, these type of tourism business are the most important incomes and therefore also of high importance concerning business development. The aim is to explore the tourism entrepreneurs' point of view of their lifestyle and business within nature based businesses in rural areas. The study was conducted with a qualitative approach. 17 different cases was studied from autumn 2015 until autumn 2016. The cases consisted of micro tourism companies within nature based businesses situated in the rural county of Jämtland in Sweden. The data was collected through semi-structured interviews, observations and written materials. The result from this study show that there is several difference between tourism lifestyle entrepreneurs in rural areas with nature based businesses. We have identified four types of tourism lifestyle entrepreneurs that have different motives for running their businesses. The results also show that depending on what kind of tourism entrepreneur they focus differently on their nature based businesses. Many of the lifestyle entrepreneurs are focusing on finding several different types of income to spread the risk and also obtain growth. We could also see that traditional entrepreneurs within nature based businesses prefer to focus on the main income which often was more traditional products and services rather than tourism. The tourism lifestyle entrepreneurs therefore seem to try more different types of businesses and appear more open minded to create and innovate new products and services.

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## **Terrariums: The Reflection of Human Impact on the Environment**

The Terrariums series of digital art depicts the impact of human activities on the environment. As humans stepped into a new phase of development after the industrial revolution, we have created new luxuries to add comfort to our lives. In consequence, our inventiveness has become the most important factor that has the major impact on the environment. The increasing use of plastic, metal, oil and coal in the manufacturing industry leads to undesirable environmental issues, such as pollution, global warming, and ozone layer depletion. In response to these issues, the series portrays how the earth suffers from the damages.

The idea behind this work stems from my observation of patients suffering from trauma in an emergency room. The series consists of four images and one video projection illustrating injured Mother Earth, environmental destruction, and natural preservation. These issues are conveyed by using a female figure, Gaia, as a metaphor. The figure head is enveloped in plastic wrap to communicate the sense of suffocation. Gaia is adorned with flowers and plants to symbolize organisms on earth. The combination of these elements creates the resemblance of floating terrariums. The images and video projection are as follow:

1. Trauma1 - The figure appears to be suffering from hypoxemia. Her nose and mouth are covered with an oxygen mask. The metallic element and flowers protruding from her waist depict the earth as it is damaged by the use of manufactured products.
2. Trauma2 - The image portrays Mother Earth in an agonizing stage in which barbwire is piercing through her chest. The cacti and succulents coming out of her chest imply the organisms effected by anthropogenic environmental change
3. Trauma3 - This video projection delineates Mother Earth after the uncontrolled damages. Her figure finally gives in and explodes. The video depicts the condition of the earth as the environmental damages continue.
4. Preserved 1&2 - The girls frozen inside the ice cubes in these two images remind viewers of the beauty of this world. Without our care and protection, this beauty could only be seen as specimens in a museum in the future.

The images are created digitally from manual sketches in 3D visualization software, 3DS Max and Mudbox, where the objects and scenes are created. The gallery setup is in a room painted in black. As

viewers enter the space, they are greeted with a floating cacti terrarium. The actual display begins behind this area. Printing finished images on backlit material and displaying them on light boxes give the emphasis to the figures allowing them to float in space. The gallery display becomes more dynamic using the video projection of Trauma3 on the wall.

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**Service for the Disability in South - Africa:  
A Case of Association for Persons with Disabilities**

*Introduction*

In South Africa the majority of people with disabilities have been excluded from mainstream society. The South African government has developed policies and legislation to assist people with disabilities to overcome the barriers of exclusion. However the majority of persons with disabilities still tends to be marginalized, especially in poverty stricken area. Non - Profit organisations (NPO). NPO aim to assist the government with this dilemma through protective workshops, by delivering recreation therapy. Association for Persons with Disabilities is an NPO that offers protective workshops to persons with mental, physical and emotional disabilities from previously disadvantaged communities. By using recreation activities, a basic human need is expressed in a work environment.

*Objectives*

The objective of the study was to investigate changes in health and wellness of the participants of APD who participated in recreation therapy programs. A case study / module development for education purposes was done to assist NGO's.

*Methods*

The case study was designed by doing desktop research document analysis around people with disability in resource poor communities. Using APD and in particular, APD Drakenstein a reflective paper was developed as a book chapter.

*Results*

An educational module was developed to assist student/ staff/ volunteers working with people with disabilities in South Africa, to

identify the processes, rules and regulations that NPO's should follow. Shortcomings that should be dealt with on a daily basis was highlighted and turned it into opportunities. It also identified how recreation therapy programs can be used to focus on work and employment as a core function through entrepreneurship by the activity group leaders. Within APD it is shown how a disability is not treated as an illness but as part of the fabric of human experience through activity groups. The importance of volunteers at NPO's was identified and how they can contribute. NPO's also showed how sustainability can be created by linking with other organisation in the private sector and how these skills and products created by the NPO's serving the disabled community can link to other industries like tourism.

### *Conclusion*

The results highlight the impact that recreation therapy and adaptive recreation programs potentially have for developing skills to reduce the social injustice and how NPO's can assist the government in achieving goals set out to assist people with disabilities.

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### **Cultural Heritage and Virtual Reality: A Mutually Beneficial Relationship**

The 'traditional' study of Art History is crucial to a society inundated with images but recently has come under fire for being too old fashioned and arcane to be useful in today's digital age. Moreover, the pedagogical trend toward technological proliferation seems to send the message that there is no place left for the study of the static object. Yet, the study of the static object is, many would argue, a critical facet for the observation and interpretation of any cultural object.

This paper is not intended to serve as an indictment of the use of digital technologies in the instruction of Art History, rather, it is intended to suggest ways in which the old and the new might inform a new approach. With the widespread and rapidly developing use of VR (Virtual Reality) archaeological sites, lost structures, and ancient cities can be entirely recreated. This virtual phenomenon when united and informed by a pedagogical approach that includes the observation and study of the physical material can establish a new norm for Art History.

No amount of new technology or digital mapping can replace the study of the static object so the goal is to find an approach that incorporates traditional research methods and this new technology. One way, I believe, to engage students in both the material of art history and new technologies is through the investigation of cultural patrimony and the dangers facing art across the globe. This approach, both cross-cultural and contemporary, engages the student, encourages dialogue, and allows for a variety of theoretical and technological approaches to be integrated in order to arrive at a more complete understanding of any object/site/culture. Therefore, I believe, it is through the study of cultural patrimony that art historians can best reconcile traditional analytical and iconographical approaches with emerging and expanding technology.

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## **Factors Affecting International Tourists' Visitation to Destinations in Megacity and Local Areas in Japan**

### *Background*

In recent years, the number of international tourists visiting Japan has been increasing rapidly year by year (2011: 6.2 million; 2016: 24.0 million; 2018: 31.2 million). International tourists have, however, mainly concentrated in megacity areas such as Tokyo and Osaka. As a result, the economic benefits to local areas are very limited, while the so-called "tourism pollution" (traffic congestion, noise, waste, conflicts with local residents, etc.) has become a social issue in the megacity areas.

### *Research Gaps*

In order to solve the above two problems, it is necessary to attract more international tourists to local areas. However, scientific insights about factors affecting international tourists' visitation to different types of destinations are very limited. Since 2011, the Japanese government has implemented a Consumption Trend Survey for Foreigners Visiting Japan at four seasons of each year. Every season collects valid data from 8,000 – 10,000 international tourists. However, it has been a challenge how to make use of such large-scale data to capture influential factors of destination visitation in a comprehensive and objective way by reflecting tourists' decision-making mechanisms.

### *Research Purpose*

The purpose of this study is to fill the above research gaps and provide fundamental scientific insights into tourism-oriented regional revitalization policymaking.

### *Data and Research Methods*

This study uses data collected in 2016 from the aforementioned national survey (39,956 tourists). For the purpose of this study, tourist destinations were grouped into megacity areas (Kanto (e.g., Tokyo and Yokohama), Chubu (e.g., Nagoya), and Kinki (e.g., Osaka and Kyoto) regions and the remaining local areas. To capture influential factors to destination visitation, first, a data mining approach "Exhaustive CHAID" is applied to explore all factors available in the survey (including, nationality, age, gender, major visiting destinations, tourism duration, frequency to visit Japan, travel party, travel arrangement methods, total tourism expenditure) and as a result, representative destination visitation patterns consisting of visiting megacity areas only, visiting local areas only, and visiting both areas are derived. Because Exhaustive CHAID is

not behaviorally-oriented, some factors may not be well captured. Because Exhaustive CHAID is a decision tree approach, the derived patterns share common “branches”, resulting in similarities among the patterns. To better address the issues of pattern similarities, a paired combinatorial logit (PCL) model is estimated by introducing those factors that cannot be identified from the above data mining analysis.

### *Findings*

First, as for the three types of visitation (megacity, local, and megacity & local), they were grouped into six patterns explained by nationality, tourism duration, major visit purpose, age and total tourism expenditure, based on the Exhaustive CHAID approach. Second, the PCL model was estimated to represent the above six visitation patterns. It is found that gender, visit frequency, travel party, travel arrangement method and household income further become statistically significant. Different influencing directions (positive or negative) and sizes (variance share explained by each variable) between megacity and local areas were revealed and discussed. Measures encouraging more international tourists to local areas are discussed.