



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book:

13th Annual International Conference on
Tourism

29-31 May & 1 June 2017
Athens, Greece

Edited by
Gregory T. Papanikos

2017

Abstracts
13th Annual International
Conference on
Tourism
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TABLE OF CONTENTS

(In Alphabetical Order by Author's Family name)

Preface		7
Conference Program		9
1.	Chromatic Interventions in Historical Centres of Spain: From Decharacterization to the Search for Local Identity <i>Carmen Maria Armenta Garcia, Maria Dolores Robador Gonzalez & Inmaculada Mancera Cabeza</i>	12
2.	Travel for Medical Care - The Rise of Global Medical Tourism <i>Erik Borg & Frank-Michael Kirsch</i>	13
3.	Yachting-Nautical Tourism in the 2020 Moroccan Tourism Strategy, Analysis of the Models of Saïdia and Bouregreg Marinas <i>Mohamed Boukherouk</i>	14
4.	Building and Diffusing the Image of Cultural Heritage: Pausanias in Ancient Greece and the <i>Voyages Pittoresques et Romantiques dans l'Ancienne France</i> in 19th Century France <i>Paul Claval & Colette Jourdain-Annequin</i>	15
5.	Tourism and Territorial Appropriation in Aspiring Geopark Estrela, Serra da Estrela, Portugal <i>Emanuel De Castro, Filipe Patrocinio & Gisela Firmino</i>	218
6.	Relation between Tourism and Health: A Case Study of AIDS in Lebanon <i>Viana Hassan & Samar Noaman</i>	20
7.	A Phenomenological Research of Volcano Tourism in Iceland during Increased Risk of a Volcanic Eruption in Katla <i>Thorhildur Heimisdottir</i>	21
8.	Literature Review on Surfing Tourism Research: An Exploratory Analysis <i>Joao Paulo Jorge</i>	22
9.	Towards the Development of Sustainable Education and Employment Opportunities in the Hospitality Industry through an Authentic Homestead Experience: A Case Study of Shobeni, KwaZulu-Natal <i>Erasmus Mnguni</i>	23
10.	Biotechnology and Conservation of Cultural Heritage <i>Franco Palla</i>	24
11.	Geodiversity and Communication in the Construction of Tourist and Leisure Activities <i>Filipe Patrocinio, Emanuel De Castro & Gisela Firmino</i>	25

12.	Site-specific Dance and Architecture - The Role of Performing Artists in Urban Renewal and Development <i>Carolyn Pavlik</i>	27
13.	Constructing a Tokyo Experience-Scape via Grass Roots Cultural Tourism: The BnA Art Hotel Project and the Plan to Transform Koenji into an Art and Culture Hub <i>Mark Pennings</i>	28
14.	Renaissance Facades of the Seville Cathedral: Diagnosis of Lesions and Restoration Proposal of its Luminosity and Chromatism Using Natural Coatings of Lime Micro-Mortars <i>Maria Dolores Robador Gonzalez, Inmaculada Mancera Cabeza & Carmen Maria Armenta Garcia</i>	29
15.	Contested versus Negotiated Identities of Empire and its Colonies: Re-Examining the Shifting Locations and Postcolonial Theories through Childhood Memories of Kalurghat Jute Mills and Shared Understanding through Dundee's Verdant Works Jute Museum <i>Tasleem Shakur & Sophie Kelly</i>	30
16.	Travellers' Recognition of Eco-Lables and Environmental Awareness: Evidence from the Hospitality Industry in Greece <i>Nikolaos Sofianopoulos</i>	32
17.	Rebranding Denmark: From Mermaid to Viking <i>Helle Sorensen</i>	33
18.	Integration of Dadia Settlement-Soufli into "Dadia Ecological Tourism Area": Recommendations <i>Gildis Tachir & Pinar Kisa Ovali</i>	34
19.	The Importance of Networks for Sustainable Management of Tourist Beaches <i>Ana Sofia Viana, Dulcineia Ramos & Joao Paulo Jorge</i>	35
20.	The Impact of Local Tipping Norm in a Foreign Country on US Customers' Menu Price Perception and Demand <i>Shuo Wang</i>	36
21.	Empirical Study of the Integration Degree of the Tourism Industry based on AHP-Fuzzy Comprehensive Evaluation Method <i>Wei Yan</i>	37
22.	"Chancy Tourism": Lucky enough to have seen what you'll never see <i>Konstantina Zerva</i>	38

Preface

This book includes the abstracts of all the papers presented at the *13th Annual International Conference on Tourism, 29-31 May & 1 June 2017*, organized by the Athens Institute for Education and Research (ATINER). In total 20 papers were submitted by 23 presenters, coming from 15 different countries (Australia, China, France, Hong Kong, Iceland, Lebanon, Morocco, Palermo, Portugal, South Africa, Spain, Sweden, Turkey, UK, USA). The conference was organized into 9 sessions that included a variety of topic areas such as Tourism Market, Tourism Development, Culture. A full conference program can be found beginning on the next page. 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 institute. 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 seven research divisions and 38 research units. Each research 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.

Gregory T. Papanikos
President

FINAL CONFERENCE PROGRAM
13th Annual International Conference on Tourism
29-31 May & 1 June 2017, Athens, Greece

PROGRAM

Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece

C O N F E R E N C E P R O G R A M

Monday 29 May 2017

08:00-09:00 Registration and Refreshments

09:00-09:30 (Room B - 10th Floor) Welcome and Opening Address by Gregory T. Papanikos, President, ATINER.

09:30-11:00 Session I (Room C - 10th Floor): The Tourism Market: Demand and Supply I

Chair: Olga Gkouta, Researcher, ATINER.

1. Erik Borg, Professor, Södertörn University, Sweden & Frank-Michael Kirsch, Professor, Södertörn University, Sweden. Travel for Medical Care – The Rise of Global Medical Tourism.
2. Wei Yan, Professor, Jinling Institute of Technology, China. Empirical Study of the Integration Degree of the Tourism Industry Based on AHP-fuzzy Comprehensive Evaluation Method.
3. Viana Hassan, Associate Professor, Arts Sciences and Technology University, Lebanon & Samar Noaman Lecturer, Arts sciences and Technology University in Lebanon, Lebanon. Relation between Tourism and Health: Case Study AIDS in Lebanon.
4. Shuo Wang, Professional Consultant, The Chinese University of Hong Kong, Hong Kong. The Impact of Local Tipping Norm in a Foreign Country on US Customers' Menu Price Perception and Demand.

11:00-12:30 Session II (Room C - 10th Floor): Tourism Development I

Chair: Erik Borg, Professor, Södertörn University, Sweden.

1. *Erasmus Mnguni, Head of Department, Durban University of Technology, South Africa. Towards the Development of Sustainable Education and Employment Opportunities in the Hospitality Industry through an Authentic Homestead Experience: A Case Study of Shobeni, KwaZulu-Natal.
2. Mohamed Boukherouk, Professor / Researcher, Cadi Ayyad University, Marrakesh, Morocco. Yachting-Nautical Tourism in the 2020 Moroccan Tourism Strategy, Analysis of the Models of Saïdia and Bouregreg Marinas.
3. Francois Durand, Senior Lecturer, University of Johannesburg, South Africa. Tourism Vs Mining – Lessons from South Africa.
4. Gildis Tachir, Lecturer, Trakya University, Turkey & Pinar Kisa Ovali, Assistant Professor, Trakya University, Turkey. Integration of Dadia Settlement-Soufli into "Dadia Ecological Tourism Area": Recommendations.

12:30-14:00 Session III (Room C - 10th Floor): Culture

Chair: Nikolaos Sofianopoulos, Independent Researcher, University of Strathclyde, UK.

1. Paul Claval, Emeritus Professor, Université de Paris-Sorbonne, France & Colette Jourdain-Annequin, Emeritus Professor, Université de Grenoble, France. Building and Diffusing the Image of Cultural Heritage: Pausanias in Ancient Greece and the *Voyages Pittoresques et Romantiques dan l'Ancienne France* in 19th Century France.
2. *Tasleem Shakur, Senior Lecturer, Edge Hill University, UK & Sophie Kelly, Post-Graduate Researcher, Edge Hill University, UK. Contested versus Negotiated Identities of Empire and its Colonies: Re-Examining the Shifting Locations and Postcolonial Theories through Childhood Memories of Kalurghat Jute Mills and shared Understanding through Dundee's Verdant Works Jute Museum.
3. *Mark Pennings, Senior Lecturer, Queensland University of Technology, Australia. Constructing a Tokyo Experience-Scape via Grass Roots Cultural Tourism: The BnA Art Hotel Project and the Plan to Transform Kōenji into an Art and Culture Hub.

14:00-15:00 Lunch

15:00-16:30 Session IV (Room C - 10th Floor): Pathways to Tourism: Arts, Communication & Diversity

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

1. Carolyn Pavlik, Associate Professor, Western Michigan University, USA. Site-specific Dance and Architecture - The Role of Performing Artists in Urban Renewal and Development.
2. Filipe Patrocínio, Design and Communication, AGE- Geopark Estrela Association, Portugal, Emanuel De Castro, Executive Coordinator, AGE- Geopark Estrela Association, Portugal & Gisela Firmino, Coordination Adviser AGE- Geopark Estrela Association, Portugal. Geodiversity and Communication in the Construction of Tourist and Leisure Territories.

16:30-18:30 Session V (Room B - 10th Floor): A Roundtable Discussion on Teaching Arts & Culture in a Global World

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

1. Sathya Bhama Madathil, Director, Ananta Performing Arts & Research Center, India. Arts Teaching and Research in India.
2. Cheung-on Tam, Associate Professor, The Education University of Hong Kong, Hong Kong. Development of Community Based Arts Education in Hong Kong.
3. Christine Condaris, Professor of Music & Chairperson, Department of Fine & Performing Arts, Massachusetts College of Liberal Arts, USA. Reworking Music 101: An Extreme Hands-On Learning Approach for Non-Musicians.
4. B. Glenn Chandler, Professor of Music Theory and Fellow to the Effie Marie Cain Regents Chair in Fine Arts Sarah and Ernest Butler School of Music, The University of Texas at Austin, USA. The Advantages and Disadvantages Faced by a Conservatory of Music inside a University.
5. Paul Claval, Emeritus Professor, Université de Paris-Sorbonne, France. The Preservation of Heritage and Environment at the University of Paris-Sorbonne.
6. Kalliopi Nikolopoulou, Associate Professor, University at Buffalo, USA. The Challenges of Teaching Tragedy Today.

For details on the discussion please [click here](#).

21:00-23:00 The Pragmatic Symposium of the Conference as Organized in Ancient Athens with Dialogues, Food, Wine, Music and Dancing but fine tuned to Synchronous Ethics (Details during registration)

Tuesday 30 May 2017

07:30-10:30 Session VI (Room B - 10th Floor): An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.

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)

(Note: The simple registration fee of the conference does not cover the cost of this session. More details during registration).

11:30-13:00 Session VII (Room C - 10th Floor): A Panel on Communication, Diffusion and Information in Research Relating to Cultural and Environmental Heritage

Chair: Salvatore Lorusso, Professor, University of Bologna, Italy.

1. Franco Palla, Professor, University of Palermo, Italy. Biotechnology and Conservation of Cultural Heritage. (CULENV)
2. Carmen Maria Armenta Garcia, Architect, University of Granada, Spain, Maria Dolores Robador Gonzalez, Architect, University of Seville, Spain & Inmaculada Mancera Cabeza, Architect, University of Seville, Spain. Chromatic Interventions in Historical Centres of Spain. From Decharacterization to the Search for Local Identity. (CULENV)
3. Maria Dolores Robador Gonzalez, Architect, University of Seville, Spain, Inmaculada Mancera Cabeza, Architect, University of Seville, Spain & Carmen Maria Armenta Garcia, Architect, University of Granada, Spain. Renaissance Facades of the Seville Cathedral. Diagnosis of Lesions and Restoration Proposal of its Luminosity and Chromatism using Natural Coatings of Lime Micro-Mortars. (CULENV)

13:00-14:00 Lunch

14:00-15:30 Session VIII (Room C - 10th Floor): The Tourism Market: Demand and Supply II

Chair: *Joao Paulo Jorge, Professor, Polytechnic Institute of Leiria, Portugal.

1. Konstantina Zerva, Lecturer, Universitat de Girona, Spain. "Chancy Tourism": Lucky Enough to Have Seen What You'll Never See.
2. Thorhildur Heimisdottir, MSc Student, University of Iceland, Iceland. A Phenomenological Research of Volcano Tourism in Iceland during Increased Risk of a Volcanic Eruption in Katla.

15:30-17:00 Session IX (Room C - 10th Floor): Tourism Development II

Chair: Valia Kasimati, Head, [Tourism Research Unit](#), ATINER.

1. *Joao Paulo Jorge, Professor, Polytechnic Institute of Leiria, Portugal. Literature Review on Surfing Tourism Research: An Exploratory Analysis.
2. [Ana Sofia Viana](#), Professor, Polytechnic Institute of Leiria, Portugal, [Dulcinea Ramos](#), Professor, Polytechnic Institute of Leiria, Portugal & Joao Paulo Jorge, Professor, Polytechnic Institute of Leiria, Portugal. The Importance of Networks for Sustainable Management of Tourist Beaches.
3. [Nikolaos Sofianopoulos](#), Independent Researcher, University of Strathclyde, UK, [Girma Zawdie](#), Senior Lecturer, University of Strathclyde, UK & [Elsa João](#), Senior Lecturer, University of Strathclyde, UK. Travellers' Recognition of eco-Labels and Environmental Awareness: Evidence from the Hospitality Industry in Greece.
4. [Emanuel De Castro](#), Executive Coordinator, AGE- Geopark Estrela Association, Portugal, [Filipe Patrocinio](#), Design and Communication, AGE- Geopark Estrela Association, Portugal & [Gisela Firmino](#), Coordination Adviser, AGE- Geopark Estrela Association, Portugal. Tourism and Territorial Appropriation in Aspirin Geopark Estrela, Serra da Estrela, Portugal.

21:00- 22:30 Dinner (Details during registration)

Wednesday 31 May 2017

Educational Island Tour: (Details during registration)

or

Mycenae and Epidaurus Visit: (Details during registration)

Thursday 1 June 2017

Delphi Visit: (Details during registration)

Carmen Maria Armenta Garcia
Architect, University of Granada, Spain
Maria Dolores Robador Gonzalez
PhD Architect, University of Seville, Spain
&
Inmaculada Mancera Cabeza
Architect, University of Seville, Spain

Chromatic Interventions in Historical Centres of Spain: From Decharacterization to the Search for Local Identity

From the second half of the twentieth century, the revitalization of historical centers has become a priority in Europe, promoting a growing activity by professionals and public institutions for the recovery of the urban landscape of the cities. This being so, in recent decades have occurred in Spain varied interventions aimed at, not only the recovery of the structural part of the built heritage, but also at the conservation and restoration of its coatings and exterior finishes, where color is proclaimed as a fundamental aspect to study and preserve, since it constitutes one of the most important elements in the definition of the urban scene.

However, given the lack of initial regulation, the first chromatic interventions made were based on capricious criteria motivated by the subjectivity or fashion of the moment, if not by economic or commercial interests. This fact together with the fast progress in technology and communication, as well as the massification derived from the processes of tourism, have led to the decharacterization of many spaces of our cities, that is to say, the loss of the identity character that was evidenced previously. As a consequence, in many cases the historical centers have been relegated to simple urban redoubts of the memory of the city.

This reality imposes the need to establish a scientific methodology of systematic studies of color that allows to guarantee the criteria of conservation and most suitable treatments for each case, in order to maintain the unique characteristics of each urban environment, especially in those areas of historical interest. We can find examples of application of such methodologies in Spanish cities such as Barcelona, Malaga, Valencia and Granada, among others.

Erik Borg

Professor, Södertörn University, Sweden

&

Frank-Michael Kirsch

Professor, Södertörn University, Sweden

Travel for Medical Care – The Rise of Global Medical Tourism

A growing number of patients seek medical care outside their country of residence. More mobile populations that seek access to information about international medical treatment alternatives have influenced a booming medical tourism industry. A group of about 40 countries is dominating this industry. They are ranging from countries with high cost of medical care like the USA and Japan to medium cost countries, like Singapore and Germany to low cost countries like India and Poland. Engaging in medical tourism by attracting patients internationally involves a process of internationalization of healthcare. Countries have gone through different stages in their approach to medical tourism, which has matured the industry. A *first* stage in the internationalization is to accept international patients that are already in the country for other reasons than seeking medical care. A *second* stage is encouraging regular travelers to consider treatment options in a destination. A *third* stage involves the signing of agreements with healthcare systems in countries that can remit patients abroad. A *fourth* stage is to develop an integrated organization taking patients all needs before, during and after treatment into consideration. Our study is based on more than 70 in-depth interviews as well as secondary data from countries in Europe, Asia and North America.

Mohamed Boukherouk

Professor/Researcher, Cadi Ayyad University, Marrakesh, Morocco

Yachting-Nautical Tourism in the 2020 Moroccan Tourism Strategy, Analysis of the Models of Saïdia and Bouregreg Marinas

In Morocco, yachting-nautical tourism is an important component of the 2020 tourism vision. Indeed, many marinas are planned to launch in the coming years. Several marina projects have been launched since 2000 to realize the option made by the State for seaside tourism with an orientation towards Yachting/nautical tourism. Both touristic strategies (called visions) 2010 and 2020 gave, indeed, a great interest to Yachting-nautical tourism. In this paper I will analyze the strategic choice of Morocco for the seaside tourism, the results of that choice before 3 years from the end of the 2020 vision.

In a context of international financial crisis, the Moroccan vision had suffered from the withdrawal of the engaged investors and promoters. As a result, many projects seem to be lagging when others are simply abandoned. *Saïdia Mediterranea* launching was delayed but finally launched in 2009 when some other projects are waiting for financial plans and investors. Despite its launch *Saïdia* is far from achieving the planned goals. It raises several questions about the development model chosen in a pristine environment and facing a very strong Spanish and Mediterranean competition. Far from *Saïdia*, in the Atlantic coast and precisely laying on right bank of River *Bouregreg*, the *Bouregreg* marina obeys to another logic and another development model more related to urban density and location. Yet it also confronts us to other questions related mainly to the environmental impacts.

Our study will present two territorial models of marinas: that one of *Saïdia Mediterranea* created ex nihilo on the one hand and that one of the Rabat *Bouregreg* Marina with its urban settling near the Moroccan Kingdom Capital. We will thus choose a spatial approach combined to an economic approach to analyze the importance of these two marinas in the Moroccan tourism strategy, their respective models, the effects of their development both on tourism and the natural environment.

Paul Claval

Professor Emeritus, Université de Paris-Sorbonne, France

&

Colette Jourdain-Annequin

Professor Emeritus, Université de Grenoble, France

**Building and Diffusing the Image of Cultural Heritage:
Pausanias in Ancient Greece and the *Voyages Pittoresques
et Romantiques dans l'Ancienne France* in 19th Century
France**

This paper offers a comparative study of two examples of building and diffusing the image of cultural heritages:

- (i) that of Pausanias giving a panorama of what had been the culture of Classical Greece both for the Hellenistic elites of Eastern Mediterranean and for the Roman ones;
- (ii) that of Charles Nodier and baron Taylor building an image of medieval and Renaissance France for the romantic public of 19th century France.

Pausanias was a Greek from Asia Minor, who lived at the time of Roman peace, peak of an Empire, in which Greece was only a province. The writing of the *Periegesis*, the *Description of Greece*, started about 150 AD and the ten books it included were completed thirty years later. It was thus a book contemporaneous with the "Second Sophistics", also named the 'Greek Renaissance', a work inscribed in a very peculiar context: that of a Greece, lessened in the political field, but which appeared to the Roman Imperial aristocracy as a prestigious land laden with memories, but still partly unknown. It was to the passing down of this bright heritage and past Pausanias applied himself to.

The *Periegesis* opened with the description of Athens, 'the Greece of Greece', and went on all along the continental Greece - the Roman province of Achaia as people told at that time. The tireless walker Pausanias pointed out the natural beauties or more exactly the curiosities of nature (caves, rivers which disappeared and reappeared later, legendary springs...), but its itinerary went mainly from city to city, broke off for the prestigious monuments of Greece, remnants of its past greatness and pretexts for evoking its great men, heroes or gods. The spots of memory he chose were essentially temples, preferentially the oldest ones - even if they were ruined in his time - and the statues, which adorned them and let see the divinity... tombs also, which

contributed to draw the religious space of the city and to appear as a memory for the community.

This long journey was a search for knowledge and even more, a pilgrimage. Centuries later, Pausanias may appear as the model of those tourists who, thirsting after classical culture, travel all along Greece and Italy looking for ancient vestiges. Looking for a cultural identity that, for him, lied essentially in the cults he knew as deeply anchored in the memory of places, the Periegete drew, however, mainly from the roots of his own culture. It was the message he wished to pass down to Rome, the centre of power, because it was there that it was important to stress the greatness of Greece and its prestigious past, only mean to offset the realities of the second century A.D., which reduced the country to the rank of a simple province of the Roman Empire.

After the French Revolution, a deep transformation occurred in the French sensibility. According to the new democratic ideals, history became increasingly a national one and stressed the way it gave its identity to the people. A new curiosity developed for the time where the nation was built, mainly the Middle Ages and Renaissance. French romanticism was looking for the national medieval or Renaissance cultural heritage.

This evolution owed much to three young men, Charles Nodier (1780-1844), a writer with a strong inclination towards legends and the Middle Ages, Alphonse de Cailleux (1788-1876), an architect, and Isidore baron Taylor (1789-1879), a painter seduced by archaeology. They published from 1820 to 1878 the 21 volumes of *Les Voyages pittoresques et romantiques dans l'ancienne France*, through which French people discovered their medieval and Renaissance heritage.

Exploring the French past was a gigantic venture: it means drawing thousands of ancient monuments and presenting them in an imaginative prose that stressed the atmosphere of the time they were built. The illustration was essential for such a publication. It relied on the quality of drawings and on the new technology of lithography. The collaborators had to travel for years the length and breadth of the provinces they covered.

The three friends were complementary. Nodier, who was one of most prominent French romantic writers and received in his salon most of the new literary elite, gave the publication its romantic tone. Baron Taylor and de Cailleux, who were trained at the same time in the Beaux-Arts School in Paris, had the same passion for archaeology, and the same capability to organize new forms of popular shows, the *Diorama* (1822-1839) for instance. Baron Taylor has high diplomatic qualities and was a fantastic businessman. As a result, the *Voyages*

pittoresques... were a very successful venture in building and diffusing the image of a cultural heritage.

In both cases, the rising expectations of new audiences were essential in the decision to collect and diffuse information. In both cases, the work required an extensive collection of information. Pausanias had a political aim: claiming, in front of Rome, the grandeur of Greece as proved by the remains of its bright past. In the French case, the development of new means for diffusing graphic information was essential.

Emanuel De Castro

Executive Coordinator, AGE-Geopark Estrela Association, Portugal

Filipe Patrocinio

Design and Communication, AGE-Geopark Estrela Association,
Portugal

&

Gisela Firmino

Coordination Adviser, AGE-Geopark Estrela Association, Portugal

**Tourism and Territorial Appropriation in Aspiring
Geopark Estrela, Serra da Estrela, Portugal**

Serra da Estrela, or the Territory that it aggregates, contains in itself a set of landscape and heritage values (tangible and intangible) that constitute valid paths to a territorially based development strategy. In this regard, the application of Serra da Estrela to the UNESCO Global Geopark reflects the recognition of the uniqueness of its geological heritage, in a clear strategy of interpretation of the Geological History of this Mountain. The abiotic heritage of Serra da Estrela is assumed as a pretext to emerge as a new paradigm of development, anchored in other values of this territory, in which communities assume a preponderant role in their own journey.

The marks of this Quaternary glaciation, with approximately 30 thousand years, are very visible in the higher altitude areas of this mountain, giving it a unique landscape in the Portuguese and European context, whose UNESCO classification will translate into a clear bottom-up strategy. At the same time, the geodiversity of this territory leads us through a journey of more than 650 million years, by the Metasedimentary Formations, and by the diversified modelling of the Hercynian Granites of the Serra Estrela, between 340 and 280 million years old.

With an approximate area of 2,700 km², which integrates 9 Municipalities of this Region, this Aspirant to UNESCO Global Geopark is an area where tourism and science are highlighted, based on a landscape whose cultural marks are, per se, an important legacy materialized in the constructions and in the modus vivendi that human groups instilled in these places. This classification implies a strategy thought and work in a holistic and sustained way, making this territory interpreted and a space of multiple learnings, not only for school audiences, but also for the new tourist niches, eager for new offers and products.

In this context, in 2017 the UN declares the International Year of Sustainable Tourism for Development, emphasizing that this should be an activity designed and articulated around territorial specificities, serving as premises for new appropriations and re-functionalization. Therefore, the Interpretive Paths "Tourism for All", developed by the Aspiring Geopark Estrela, are based on a network of 6 itineraries, of one and / or two days, whose main objective is the interpretation of sites of geological interest and the landscape in which they are integrated. These routes are designed in the 9 municipalities that integrate the application, reinforcing the interpretive capacity of this Aspiring, in inclusive routes for all, from which visitors are transported through a long journey in time.

In short, since geoparks are well-defined territorial dimensions in which tourism assumes itself as a valuable asset, the promotion of routes or rides are an opportunity to foster tourism experiences through its territoriality, which are more fruitful than mere visitation, where science, culture and education are part of the same equation for development.

Viana Hassan

Associate Professor, Arts Sciences & Technology University of Lebanon
(AUL), Lebanon

&

Samar Noaman

Lecturer, Arts sciences and Technology University in Lebanon,
Lebanon

**Relation between Tourism and Health:
A Case Study of AIDS in Lebanon**

Each year, 600 million tourists travelled abroad to practice several types of tourism. Nowadays, whatever is the type of tourism practiced it considered as a real public health problem which can contribute the spread of several diseases such as AIDS, H1N1, NDM1, In lebanon , each year the number of contaminated people by HIV/AIDS increased with an average of 85 new cases reported by ministry of health , until the end of 2011 we had 1455 declared cases, however 50% of these cases returned to mobility, travel and migration. Given the interest of this kind of epidimic, it would be interesting to study the evolution of HIV/AIDS and its relation with travel and tourism.

The main aim of this research is to study in general the relation between toruism and AIDS, the problem of transmission of HIV in Lebanon, the methods of contamination, and the countries in which these people are contaminated.

Thorhildur Heimisdottir

Masters Student, University of Iceland, Iceland

A Phenomenological Research of Volcano Tourism in Iceland during Increased Risk of a Volcanic Eruption in Katla

This research focuses on trying to understand the attraction of tourists to hazardous natural environment. It focuses on the lived experience of tourists participating in geo-tourism in Iceland during the time when a volcano in the vicinity was on higher alert. The researcher went on this hike with the interviewees, and after that interviewed them about their experience during the hike. The hypothesis of this research is that the feeling of sublime is an essential attraction for tourists who visit hazardous environment. The research question that is proposed is how sensation seekers sense risk in hazardous places and how that contributes to their feeling of their sublime. This research proposes that some tourists are attracted to risky hazardous sites because while they are there they get to experience the feeling of the sublime.

The feeling of the sublime will be defined by the theories of Kant about the dynamic sublime. Likewise will this research be underpinned the theories of negative pleasure by Burk. The feeling of the sublime will be treated as a phenomena and therefor will phenomenological and interpretive methods be used to analyses the interviews with the participants.

Joao Paulo Jorge

Professor, Polytechnic Institute of Leiria/CITUR-Tourism Applied
Research Centre, Portugal

Literature Review on Surfing Tourism Research: An Exploratory Analysis

In recent years, an increased interest in tourism based on natural resources, particularly regarding sport tourism on beaches and coastal areas has been noticed. In this field, surfing tourism is highlighted by its economic, environmental, social and cultural growing importance in certain destinations. This interest is reflected in the increasing number of reports, thesis and scientific articles published both in the national and international framework.

This paper aims to perform an exploratory analysis of scientific literature on surf and surfing tourism published until December 2016. Published materials were collected through an assortment of strategies including internet search and by contacting various authors in this field. An advanced search of terms related to surf and surfing tourism was conducted. 257 articles/manuscripts from the multidisciplinary databases Google Scholar, Scielo, Science Direct, SpringerLink, Scopus and ISI (Web of Science) were analysed and classified into several categories. Content analysis was used to determine the nature of the articles and the research approaches used. Although a substantial part of the articles were a theoretical, over the survey period an increasing proportion of studies made use of a diversity of theories drawn from other disciplines to investigate the subject.

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**Towards the Development of Sustainable Education and
Employment Opportunities in the Hospitality Industry
through an Authentic Homestead Experience:
A Case Study of Shobeni, KwaZulu-Natal**

Sustainable education and the creation of employment opportunities is a must in rural communities if South Africa is serious about helping its people to improve the quality of life. The old order, as we know, created in its wake, a community of down-trodden people with low morale and low self-esteem. The conditions of the roads and the basic human needs such as clean water, food, electricity and shelter are a major problem. The contribution of the new government through initiatives such as the Accelerated and Shared Growth Initiative for South Africa (AsgiSA), Growth, Employment and Redistribution (Gear), literacy projects and so on is highly appreciated; however, the gap created over the years is so wide that those who can afford should be encouraged to contribute in whatever form towards the alleviation of poverty in these areas.

From our side, as Durban University of Technology, this move is intensified by the fact that a large number of our students come from the rural areas thus making it our duty to understand their background. This, we hope, will lead to improved learner-lecturer relations and consequently improved results and throughput. Essentially, the focus of the study is community development through a participative job creation process.

Franco Palla

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Biotechnology and Conservation of Cultural Heritage

Research in Biology and Biotechnology has provided valuable support for integrated interventions in the field of conservation of cultural heritage, landscape and archaeological remains. Specifically, an integrated approach based on microscopy (OM, SEM, CLSM), microbial *in vitro* culture (nutrient agar medium), DNA investigation is indispensable in archaeology (human, animal, vegetal remains) studies, for monitoring and characterization of biological systems able to induce *biodeterioration* of several (organic, inorganic) works of art, to define the interaction between works of art and environment (*bioaerosol*) in which they are conserved/exposed. In particular, the application molecular biology technology, such as the Loop-mediated Isothermal Amplification of DNA (LAMP), represents an innovative procedure for identify microorganisms dwelling in cultural heritage assets and environments, providing a statistical database of new and uncultivable microorganisms. Moreover, innovative Bioactive Molecules isolated from marine organisms allow us to control microbial biodeterioration of cultural assets acting as “natural *biocides*” or for sustainable restoration procedures such as *biocleaning* of artwork surfaces.

Finally, plant extracts have been also recognised to control the microbial colonization in cultural heritage field.

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**Geodiversity and Communication in the Construction of
Tourist and Leisure Activities**

Geodiversity has enormous scientific value in allowing us to understand the evolution of our Planet. In this sense, it is necessary to put into practice strategies to preserve geodiversity, the geoconservation. In order to disseminate and promote geological heritage, some territories seek to develop educational programs that promote direct contact with this heritage, which contributes to the recognition of its importance and consequently to the need for its conservation. In implementing educational promotion strategies, with the use of properly prepared guides and appropriate educational materials, teachers are encouraged to promote field lessons at different levels of education, which contributes to the interest of young people in geosciences as well as a better understanding of the phenomena that occur on the planet.

With the objective of promoting the development of value-added activities, based on its geodiversity, we have seen a clear tourist appropriation of these resources, originating geotourism strategies. We are thus faced with a form of sustainable tourism that can contribute to the economic development of many regions, while respecting sustainability criteria.

The geoconservation of the geological heritage takes place through the implementation of some key factors, such as inventories, with evaluation of its scientific, educational and tourist value; the implementation of signage, publications (articles, leaflets, guides and maps), audiovisual media (promotional videos), exhibitions, and interpretive panels accessible to all (in several languages, including Braille) and the establishment of interpretive routes.

In this context, the present work intends to identify different strategies of valorization, promotion and appropriation of geo-courses, placing them at the service of the community and tourist development.

To this end, we will use concrete examples of the Aspiring Geopark Estrela, a privileged space for geotourism and leisure.

The territory of Aspiring Geopark Estrela, which comprises 9 municipalities, (Belmonte, Celorico da Beira, Covilhã, Fornos de Algodres, Gouveia, Guarda, Manteigas, Oliveira do Hospital and Seia), has its agglutinating element in Serra da Estrela, a geological and geomorphological heritage of national and international scientific relevance. In this territory there are numerous marks of the existence of glaciers, such as cirques, moraines, erratic blocks, U-shaped valleys, as well as deposits of fluvioglacial origin, which allow reconstruction of the evolution of this geography.

This article intends to emphasize the importance of communication as a complement to the development strategies, which is increasingly focused on areas with the UNESCO Global Geopark seal. In this way, we intend to demonstrate how through communicational strategies we can boost tourism practices, based on education, science and territorial identity.

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Site-specific Dance and Architecture - The Role of Performing Artists in Urban Renewal and Development

In this research, I will explore the intersection of site dance and architecture, and the roles played by performing artists in shifting perspectives, developing community and supporting and inspiring urban renewal and development. To investigate this intersection, I will highlight several site-specific aerial dance works by Sally Jacques, artistic director of Blue Lapis Light, and discuss how her work and company have been affected artistically, economically and socio-politically by the recent and substantial urban growth and development of her hometown Austin, Texas. These works include *Requiem* (2006) created for the former Intel Corporation building shell, *Impermanence* (2009) commissioned for the Federal Courthouse Building, *Illumination* (2007) sited in the defunct, yet soon to be redeveloped Seaholm Power Plant and *Angels in Our Midst* (2007) created on the façade of the downtown Austin Radisson hotel.

I will explore how Jacques has been inspired by and capitalized on the shifting cityscape by catapulting her works onto the actual architecture of downtown Austin, and how her works physicalize the space by not only highlighting the formal properties of the buildings, but also inscribing new meanings and narratives. I will also reveal new relationships Jacques has created with city leaders involved in downtown revitalization and growth, and will examine how Jacques' funding base and audiences have changed and expanded since her forays onto the cityscape. I will also consider the impact and appeal Jacques works have had on the role of the arts in downtown Austin, as well as Austin audiences.

Mark Pennings

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Constructing a Tokyo Experience-Scape via Grass Roots Cultural Tourism: The BnA Art Hotel Project and the Plan to Transform Koenji into an Art and Culture Hub

Japan possesses a unique culture that is very appealing to global tourists, yet it is currently ranked 126th out of 129 countries in terms of tourism income as a percentage of GDP. This astonishing statistic not only sheds light on Japan's self-sufficient orientation, but also recommends significant potential to expand its tourism industries. Japan welcomed 19.7 million visitors in 2015, and the government is seeking to double that number by 2020, and triple it by 2030. To this end, the Japanese government has identified a number of objectives to accelerate the country's tourism industry, including securing the Tokyo Olympic Games in 2020, opening state guest houses in Kyoto and Akasaka, re-modeling national parks, improving major sightseeing spots, and encouraging tourists to visit Japan's rural areas. At the same time, there are a number of emerging grass roots ventures that are shaping new ways of thinking about cultural tourism in Japan. One such venture is the BnA Art Hotel project, which is managed by four young Japanese entrepreneurs. They have established a startup company, BnA Inc., to create an art hotel in Koenji, one of Tokyo's western suburbs. This hotel offers accommodation in 'art rooms' (designed by local artists), artist residencies, and other cultural activities. These entrepreneurs will add more art hotels in Koenji as part of an ambitious agenda to turn the entire suburb itself into an art and cultural hub and experience-scape. They are developing a range of global networks and exchange projects to produce art murals that will adorn Koenji's streets as part of a plan to build this suburb's global art profile. BnA Inc. represents a new generation of entrepreneurs that are initiating the kind of post-capitalist business ventures discussed by economists like Paul Mason, so their enterprise offers some interesting insights into the future of cultural tourism.

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Renaissance Facades of the Seville Cathedral: Diagnosis of Lesions and Restoration Proposal of its Luminosity and Chromatism Using Natural Coatings of Lime Micro-Mortars

Located in the historical center, the Cathedral of Seville began its construction in 1401 replacing the old Main Mosque. Throughout the sixteenth century, Diego de Riaño -master builder of the cathedral- began Renaissance works of expansion.

The present research approaches the different states of deterioration and the restoration proposal of the stone that composes the south and east Renaissance façades. The main objectives are to recover the original chromatic treatment of the stone and to protect it properly to stop its deterioration. This reestablishes an important part of the patrimonial urban sequence that it forms the Plaza Virgen de los Reyes and the Plaza del Triunfo, a particularly sensitive place to be part of the visual ensemble of three World Heritage buildings: the Real Alcazar, the General Archive of the Indies and the Seville Cathedral.

The research analyzes: the previous state of the east facade (Sala Capitular and Antigua Contaduria) and the southern facade (Sala de las Columnas), its architectural, compositional and constructive elements and the state of conservation and alteration forms, its relation with the environmental agents and the conditions of chromatic degradation. Mainly, the restoration proposal consists of the superficial cleaning, reinforcement and consolidation of the most degraded areas of stone, and chromatic protection with lime micro-mortars.

The lime micro-mortars coatings have been tested in the laboratory and scientifically studied, both in terms of their mineral composition, the efficacy of their protection, as well as the most suitable chromatic pigments for color recovery and Luminosity of the stone, which contribute wealth to the public space.

The conclusions of this research demonstrate the effectiveness of lime micro-mortars for the protection of the cathedral stone, color recovery and provide luminosity to the patrimonial public space.

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&

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Contested versus Negotiated Identities of Empire and its Colonies: Re-Examining the Shifting Locations and Postcolonial Theories through Childhood Memories of Kalurghat Jute Mills and Shared Understanding through Dundee's Verdant Works Jute Museum

I have some fond childhood memories of the picturesque Kalurghat Jute Mills at Chittagong in the late 1950s East Pakistan. While still in primary school, my older sister and I visited our uncle who worked as a Supervisor of the Jute Mill owned by a wealthy business family of Ispahani (of Iranian origin), and thoroughly enjoyed this supposed sort of 'high living'. Being a new 'post-colonial' country, the management was under quasi Dundee Jute professionals. As children, we enjoyed the lavish officer's Mess and quarters where my uncle used to live on the bank of the fast flowing, mighty Karanaphuly River. The spacious British architectural designs and the aroma of Omelette or French toast at the officers Mess (apparently made by Chef from Manlabar, India) remains vivid today, accompanied by the stereophonic of the roaring Jute Mills and working peoples.

Fast forward another 50 years I am now a long term, late-middle aged academic and resident of the UK, and visited Dundee for the first time very recently following a new family connection. While my new relative enthusiastically showed me the lost industrial town, I bump into Verdant Works, a recently opened heritage Jute Museum. Even an hour tour of the museum catapulted me to my imageries of Kalurghat Jute Mills those year's ago. While looking into the museum pieces of timeworn machinery, with old black and white film of early twentieth century Dundee mill, I was able to vividly remember the colour of the moving images of Kalurghat Jute Mills in the late 1950s. Through the empire and colony pictures of Dundee and Calcutta (now Kolkata, my images of old Chittagong and present day Dundee was converging. I quickly called my Uncle in Bangladesh (who is now in his mid-80s) and he confirmed all the machines had indeed come from Dundee to Chittagong along with many senior management staff.

I discussed the colonial and post-colonial interconnectivity with one of our post-graduate research students Sophie Kelly. Sophie brought

her knowledge of emerging trends and currents linking postcolonial and spatial-temporal theories to the discussion, and considered my endearing connectivity with my childhood memories of the Jute mill in East Pakistan and present day Dundee as a potential “supplementary space” beyond the self/other dialectic which constitutes a standard and reductive postcolonial discussion. In light of our conversation, our joint paper will thus consider the existence of metaphysical threads ‘in-between’ the narratives which defined Dundee and Chittagong during the period, forming connections between peoples and places *au-delà*. In Homi Bhaba’s words, we will explore those sites of “interstitial passage between fixed identifications”, which can open “up the possibility of a cultural hybridity that entertains difference without an assumed or imposed hierarchy.”

We will thus consider how the contemporary Art work the museum presents, as providing a new lens through which we can understand the hidden connections between the people of Scotland and Bangladesh (before 1971 East Pakistan) during this era. We will thus attempt to re-examine the shifting global locations of art work in both this historical narrative and its spatial-temporal presence in the contemporary moment. It is expected that this collaborative research would contribute to the contemporary transformative approaches to teaching, learning and knowledge transfer through diverse/variant academic literacy.

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Travellers' Recognition of Eco-Labels and Environmental Awareness: Evidence from the Hospitality Industry in Greece

Eco-labels and “green” certification programmes are promoted in different countries with the aim to make travelling and tourism ‘eco-friendly’. But it is not clear to what extent travellers, in general, are influenced by eco-labels at the point of making travel decisions and booking accommodation. This paper considers a sample of 20 eco-labels and examines their significance for travel decisions in the context of the hospitality industry in Greece. A survey of 1,300 travellers produced 507 responses. The findings reflect a low degree of recognition of the eco-labels in general. The study also finds that the degree of recognition of eco-labels largely depends on the extent of their promotion. Travellers tend to recognise eco-labels that have strong presence in their respective geographical regions of origin. Moreover, older travellers tend to be more aware of eco-labels than younger ones despite the observation that the latter travel more frequently than the former. The survey, however, produced no clear evidence of correlation between environmental awareness of travellers and their recognition of eco-labels, thus casting doubt on the significance of eco-labels as instrument of environmental policy.

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Rebranding Denmark: From Mermaid to Viking

Denmark is rebranding itself as a Viking destination, taking a radical turn from its traditional Hans Christian Andersen and Mermaid images. Changing from the innocent world famous fairy tales that often contain the “good girl” impressions to the “bad boy” image is brave and can be greatly admired. The idea of rebranding tourism to something completely different, that has seemingly nothing to do with the previous well-established brand, comes with some challenging issues and questions. Since many visitors are not aware that most Vikings were farmers that never left Denmark, the most important challenge is to decide which Viking to emphasize: the warrior or the farmer or both? This early and preliminary research will be in collaboration with Viking civilization and tourism marketing authorities from Denmark. The qualitative method of semi-structured interviews and Viking site visits will be conducted. Research will be supported by American university student observations and participations in Viking activities in Denmark. The goal is to propose a 3-day “From Viking to Mermaid” itinerary in the Copenhagen area. This itinerary pays tribute to the little known accomplishments of the Vikings while connecting the Viking era with the hidden and eye-opening stories of Denmark’s later cultural heritage. Perhaps then can the current trend of fighting the crowds to take a selfie in front of The Little Mermaid be elevated to a more informative, enlightening, and authentic tourism experience.

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&

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Integration of Dadia Settlement-Soufli into "Dadia Ecological Tourism Area": Recommendations

The tourism sector, which provides employment opportunities for the local population and has an important place in the economic development of the region, has entered into a rapid change process with the concept of "sustainability". The sector that cares about the evaluation of the physical and socio-cultural environment within the conservation-use balance; Ecological tourism "which protects the ecological balances and considers future generations, promotes social value-identity, targets regional income increase and suggests sustainability of local development.

In the study, suggestions are being developed for the integration of the Dadia settlement of the Soufli in Greece to the "Dadia Ecological Tourism Area". In this context, after the introduction of literature on ecological tourism, environmental analysis of Dadia settlement was included. Potentialities of the settlement have been determined as a result of on-site observations, interviews with users, photographing and mapping studies. The integration of these potentials into the existing ecological tourism area; the inclusion of the urban settlement in the tracks, the evaluation of the idle building stock and the increase in the diversity of sports-cultural activities.

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The Importance of Networks for Sustainable Management of Tourist Beaches

The sustainable paradigm in tourism is increasingly important at the local level. Tourism strategies imply relations with territory management, economic development and welfare. On the other hand the study of networks point to a trend of land management increasingly holistic and integrated, able to increase economic development, the nature preservation and the quality of life of local populations.

This paper examines, from an exploratory theoretical perspective, the management of coastal resources such as surfing beaches in coastal tourist destinations. A central challenge faced by all user groups and communities involved in the management of natural resources is to starting and sustaining a collective action that will support the process of elaboration and implementation of institutional arrangements which regulate access and use of common resources. A beach resource, in its comprehensive definition includes the waves, are resources which surfing tourists and tourism businesses utilize, and in such destinations, residents often wholly or mainly rely on tourists for their livelihood.

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The Impact of Local Tipping Norm in a Foreign Country on US Customers' Menu Price Perception and Demand

Previous research has demonstrated that US customers' use of surcharge information and perceived surcharge fairness acted in parallel and with similar strengths as mediators of the relationship between surcharge policy and menu price perception. This paper further examined the impact of local tipping norm in a foreign country on US customers' menu price perception as well as demand. Through an online experiment, we found that local tipping norm did not moderate the relationship between surcharge policy and perceived menu price expensiveness. However, when US customers travelling overseas were exposed to both voluntary tipping and mandatory service gratuity, the relationship between surcharge policy and perceived menu price expensiveness was fully mediated by participants' use of surcharge whereas the relationship between surcharge policy and patronage intent was fully mediated by participants' perceived surcharge fairness. Theoretical and managerial implications of these findings are discussed.

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Empirical Study of the Integration Degree of the Tourism Industry based on AHP-Fuzzy Comprehensive Evaluation Method

By reviewing the traditional measure methods of the integration degree of the tourism industry, we concluded that measure methods of the integration degree of the tourism industry can only be limited to the levels of theoretical analysis due to the defect of the statistical data and the statistical structure. With the help of concept of fusion field and fusion entropy of the tourism industry, a physical model of integration of the tourism industry is established and index system based on AHP is proposed. Using AHP-fuzzy comprehensive evaluation method ,the integration degree of Jiangsu and the country's tourism industry are studied. The influencing factors are analyzed and the corresponding countermeasures are proposed.

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**“Chancy Tourism”:
Lucky Enough to Have Seen What You’ll Never See**

The quest for tourist destinations that few have visited and the experience of a journey that few can share remains a goal for those individuals who seek reputation as tourists. Even though this search for authenticity has been investigated and there is still a lot to be seen, tourists seem to enhance their identity as travellers by gaining profit from the place-bonding of destinations they have visited but no longer exist, turning their experiences into unrepeated and themselves into connoisseurs of a place long gone. Through the content analysis of online comments of tourists to the World Trade Centre in New York before 9/11, and the historical sites of Nepal, before the destructive earthquake of 2015, this paper shows the connection of chance, tourism and place bonding, through the re-evaluation of a past visit and its transformation into a chancy event.