



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

**20th Annual International Conference on
Tourism
10-13 June 2024, Athens, Greece**

**Edited by
Valia Kasimati & Olga Gkounta**

2024

Abstracts
20th Annual International
Conference on Tourism
10-13 June 2024, Athens, Greece

Edited by
Valia Kasimati & Olga Gkounta

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Preface

This book includes the abstracts of all the papers presented at the 20th Annual International Conference on Tourism (10-13 June 2024), organized by the Athens Institute for Education and Research (ATINER).

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 only after a blind peer review process.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which they can 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 can meet to exchange ideas on their research and consider the future developments of their fields of study.

To facilitate the communication, a new references section includes all the abstract books published as part of this conference (Table 1). I invite the readers to access these abstract books –these are available for free– and compare how the themes of the conference have evolved over the years. According to ATINER's mission, the presenters in these conferences are coming from many different countries, presenting various topics.

Table 1. *Publication of Books of Abstracts of Proceedings, 2011-2024*

Year	Papers	Countries	References
2024	30	13	Kasimati and Gkounta (2024)
2023	48	19	Kasimati and Gkounta (2023)
2022	35	17	Kasimati and Gkounta (2022)
2021	36	18	Papanikos (2021)
2020	41	18	Papanikos (2020)
2019	27	14	Papanikos (2019)
2018	24	14	Papanikos (2018)
2017	22	15	Papanikos (2017)
2016	23	16	Papanikos (2016)
2015	29	17	Papanikos (2015)
2014	41	18	Papanikos (2014)
2013	34	19	Papanikos (2013)
2012	22	14	Papanikos (2012)
2011	32	14	Papanikos (2011)

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 can regularly meet to discuss the developments of their disciplines and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published over 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.

Gregory T. Papanikos
President

Editors' Note

These abstracts provide a vital means to the dissemination of scholarly inquiry in the field of Tourism. The breadth and depth of research approaches and topics represented in this book underscores the diversity of the conference.

ATINER's mission is to bring together academics from all corners of the world in order to engage with each other, brainstorm, exchange ideas, be inspired by one another, and once they are back in their institutions and countries to implement what they have acquired. The 20th Annual International Conference on Tourism accomplished this goal by bringing together academics and scholars from 13 different countries (Austria, China, Croatia, France, Germany, Hong Kong, Iran, Macao, Poland, South Africa, Spain, Türkiye, USA), which brought in the conference the perspectives of many different country approaches and realities in the field.

Publishing this book can help that spirit of engaged scholarship continue into the future. With our joint efforts, the next editions of this conference will be even better. We hope that this abstract book as a whole will be both of interest and of value to the reading audience.

Valia Kasimati & Olga Gkounta
Editors

**20th Annual International Conference on Tourism, 10-13
June 2024, Athens, Greece**

Organizing & Scientific Committee

All ATINER's conferences are organized by the Academic Council. This conference has been organized with the assistance of the following academic members of ATINER, who contributed by reviewing the submitted abstracts and papers.

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, U.K.
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.

FINAL CONFERENCE PROGRAM

20th Annual International Conference on Tourism, 10-13 June 2024, Athens, Greece

PROGRAM

Monday 10 June 2024

08.30-09.15

Registration

09:15-10:00

Opening and Welcoming Remarks:

- o Gregory T. Papanikos, President, ATINER.

10:00-11:30 Session 1

Moderator: Hal Weary, Assistant Professor, California State University, Dominguez Hills, USA.

1. **Martina Zschocke**, Professor, Zittau Görlitz University of Applied Sciences, Germany.
Title: The Influence of Different Contexts and Contextual Changes on Creativity.
2. **Ayse Collins**, Associate Professor, Bilkent University, Türkiye.
Semih Yilmaz, Assistant Professor, Bilkent University, Türkiye.
Title: Artistic Leisure Space as a Social Inclusion Path: Case of Seniors' Art Experience in Türkiye.
3. **Raymond Kwong**, Instructor, The Hong Kong Polytechnic University, Hong Kong.
Ada Lo, Associate Professor, The Hong Kong Polytechnic University, Hong Kong.
Title: Developing Competencies of Global Citizenship through International Service-Learning Experiences.

11:30-13:00 Session 2

Moderator: Martina Zschocke, Professor, Zittau Görlitz University of Applied Sciences, Germany.

1. **Dana-Nicoleta Lascu**, Professor, University of Richmond, USA.
Ajay K. Manrai, University of Delaware Lerner College of Business & Economics.
Charmant Sengabira Ndereymana, University of Rwanda KEEP Project.
Title: Tourism in Post-Civil-War Central Africa: An Empirical Model Test.
2. **Tomasz Lesiow**, Professor, Wroclaw University of Economics and Business, Poland.
Title: Protecting against Manipulation in Tourist Guide Work.
3. **Anna Winiarczyk-Razniak**, Assistant Professor, University of the National Education Commission, Krakow, Poland.
Title: Cenotourism: A New Opportunity for Tourism Development in The Mexican State of Yucatán.
4. **Pui Sun Tam**, Associate Professor, University of Macau, Macao.
Title: Dynamic Global Evolution of Tourism Demand and Income.

13:00-14:00 Session 3

Moderator: Tomasz Lesiow, Professor, Wroclaw University of Economics and Business, Poland.

1. **Bertrand David**, Emeritus Professor, Université Lumière Lyon 2, France.
Hanna Reynaud-David, Master Student, Université Lumière Lyon 2, France.
René Chalon, Associate Professor, Université Claude Bernard Lyon 1, France.
Title: Assistive System for Smart Tourism in Smart Environment: An ICT Approach for Over-Tourism and Tourism Crisis Management.
2. **Siphiwe William**, Lecturer, Durban University of Technology, South Africa.
Title: Challenges Impeding the Adoption of Smart Technologies during the COVID-19 Pandemic by Hotels in Durban, South Africa.

14:00-15:30 Lunch

15:30-17:30 Session 4

Moderator: Rachel Yvonne Cruz, Assistant Professor, The University of Texas at San Antonio, USA.

1. **Monika Karwaszewska**, Professor, Stanisław Moniuszko Academy of Music in Gdańsk, Poland.
Beata Oryl, Assistant Professor, Stanisław Moniuszko Academy of Music in Gdańsk, Poland.
Title: Baltic Impression – Immersive Technology Performance.
2. **Mark Konewko**, Professor, University Carillonneur & Director of Chorus, Marquette University, USA.
Title: Relationship and Interaction: A Model for the 21st Century Populace in the Organ Work “Dieu Parmi Nous” of Olivier Messiaen.
3. **Alexia Georgakopoulos**, Professor, Nova Southeastern University, USA.
Title: Power of Film and Social Media for Conflict Transformation in Ukraine and Around the Globe.
4. **Eric Handman**, Associate Professor, University of Utah, USA.
Title: “Daedalus Dreams” – Human-Drone Interactivity in Performance.
5. **Zerrin Agabigum Martin**, PhD Candidate, University of Florida, USA.
Title: The Supremes and The Ronettes: Issues of Feminine Archetypes and Femininity; Musical Group Identity Informed by Race and Gender Roles of the 1960s.
6. **Gregory Garvey**, Professor, Quinnipiac University, USA.
Title: Terms of Service: Coming to Terms with AI Generated Art in the Classroom.

20:00-21:30

Dinner

Tuesday 11 June 2024

09:00-10:30 Session 5

Moderator: Siphwi William, Lecturer, Durban University of Technology, South Africa.

1. **Manoochehr Najmi**, Associate Professor, Sharif University of Technology, Iran.
Alireza Mardaninejad, Graduate Student, Sharif University of Technology, Iran.
Title: Identification of Key Parameters Related to the Design of Customer Relationship Management Structure for Health Tourism Facilitators in Iran through Multiple Case Studies.
2. **Semih Yilmaz**, Assistant Professor, Bilkent University, Türkiye.
Ayşe Collins, Associate Professor, Bilkent University, Türkiye.
Title: Can AI Bridge the Gaps in Medical Tourism for the Emerging Economies? Case of Türkiye.
3. **Anica Hunjet**, Vice Rector, Full Professor, University North, Croatia.
Goran Kozina, Vice Rector, University North, Croatia.
Anton Vučaj, Chief Financial Officer, Poliklinika Sv. Nikola Varaždin, Croatia.
Title: Advantages and Disadvantages of Croatia as a Destination for Health Tourism.
4. **Monika Hadas-Dyduch**, Professor, University of Economics in Katowice, Poland.
Title: Cultural Tourism and Globalization.

10:30-12:00 Session 6

Moderator: Ferika Ozer Sari, Associate Professor, Yaşar University, Türkiye.

1. **Arjun Singh**, Professor, The University of Texas Rio Grande Valley, USA.
Title: Consumer Behavior and Spending Pattern of Older Northern Winter Travelers Visiting Warmer States.
2. **Cagil Hale Ozel**, Professor, Anadolu University, Türkiye.
Title: Examining the Effects of the Child Friendly Cities Initiative in Mersin.
3. **Alexis Whitacre**, PhD Candidate and Assistant Professor, Indiana University Bloomington, USA.
Benjamin Basinger, Indiana University Bloomington, USA.
Title: Tourism and The Spatial Rhetoric of The Palestinian Refugee Camp.

12:00-13:30 Session 7

Moderator: Manoochehr Najmi, Associate Professor, Sharif University of Technology, Iran.

1. **Ferika Ozer Sari**, Associate Professor, Yaşar University, Türkiye.
Aysu Aytekin Eris, Self-Employment, Türkiye.
Title: A Qualitative Research on the Current State of Culinary Tour Organizations in Türkiye.
2. **Christoph Pachucki**, Postdoctoral Researcher, University of Innsbruck, Austria.
Birgit Pikkemaat, Professor, University of Innsbruck, Austria.
Ursula Scholl-Grissemann, Researcher, University of Innsbruck, Austria.
Title: The Way We (Really) Are: The Impact of Stakeholders on the Success of Destination Image Campaigns.
3. **Qingyun Pang**, PhD Candidate, The Hong Kong Polytechnic University, Hong Kong.
Title: Community of Learning and Practice in Tourism.
4. **Woody Kim**, Professor, Florida State University, USA.
Title: Factors Affecting Consumers' Intention to Try Cannabis-infused Edible.

13:30-14:30 Lunch

14:30-16:00 Session 8

Moderator: Evangelia Kasimati, Head, Tourism, Leisure & Recreation Unit, ATINER.

1. **Anne Gere**, Professor, University of Michigan, USA.
Title: Civilization and Culture from the Indigenous Perspective.
2. **Huizhe Zhang**, Associate Professor, Communication University of China, China.
Cao Xiaotong, Graduate Student, Communication University of China, China.
Zhang Haoyu, Graduate Student, Communication University of China, China.
Title: From Class to Place: A Scholarly Examination of an Art Collective's Social Practices and a New Strategy of Participatory Culture.
3. **Caroline Martins**, PhD Student, Universitat Rovira i Virgili, Spain.
Title: Tourists as Contemporary Pilgrims? Engagements and Representations of Byzantine Art and Culture in the Global Visitor Market.
4. **Antonio C. Cuyler**, Professor, University of Michigan, USA.
Title: Cultural Tourism, Economics, & Caste: Choosing among Approaches to Explore the Impacts on the U. S. Creative Economy.

17:30-20:30 Session 9

Old and New-An Educational Urban Walk

The urban walk ticket is not included as part of your registration fee. It includes transportation costs and the cost to enter the Parthenon and the other monuments on the Acropolis Hill. The urban walk tour includes the broader area of Athens. Among other sites, it includes: Zappion, Syntagma Square, Temple of Olympian Zeus, Ancient Roman Agora and on Acropolis Hill: the Propylaea, the Temple of Athena Nike, the Erechtheion, and the Parthenon. The program of the tour may be adjusted, if there is a need beyond our control. This is a private event organized by ATINER exclusively for the conference participants.

20:30-22:30

Athenian Early Evening Symposium (includes in order of appearance: continuous academic discussions, dinner, wine/water, music)

Wednesday 12 June 2024
An Educational Visit to Selected Islands
or Mycenae Visit

Thursday 13 June 2024
Visiting the Oracle of Delphi

Friday 14 June 2024
Visiting the Ancient Corinth and Cape Sounion

Zerrin Agabigum Martin

PhD Candidate, University of Florida, USA

The Supremes and the Ronettes: Issues of Feminine Archetypes and Femininity; Musical Group Identity Informed by Race and Gender Roles of the 1960s

This article explores the American popular music “girl group” genre of the 1960s. The author explores the patriarchic societal trends of the 1940s and 1950s carried over into the 1960s, and its effects on young teenage women on their behaviors, morals, appearances, and social expectations. The article explores the dual feminine archetypes presented as the conforming identities of women: the “good girl” and the “bad girl.” The article begins through inspecting the expectations on women growing up in 1950s and 1960s America through educational video. The article delves into examining popular “girl groups:” like the Shangri-La’s, the Supremes, the Ronettes, and how they influenced women despite factors of race, proper behavior, and image connected to socio-economic status. The issues of image conformity by “girl groups” are also further examined through photography media from record albums, publicity photos, and written resources. The “girl group” genre is easily criticized by feminists for its subjugation of women in its advocacy of “proper femininity.” Yet, it deeply influenced future feminists of the 1970s through lyrics emphasizing female support systems, questioning patriarchic authority, and empowering women to be in control of their own sexuality. The article advocates the resulting effects the “girl group” genre had upon American women during the 60s and 70s. Though it was created under severe chauvinism, it managed to empower women and allow them to explore their sociological “roles” as psychological, emotional, and sexual beings.

Ayse Collins

Associate Professor, Bilkent University, Türkiye

&

Semih Yilmaz

Assistant Professor, Bilkent University, Türkiye

Artistic Leisure Space as a Social Inclusion Path: Case of Seniors' Art Experience in Türkiye

Background and Purpose of the Study

As the share of older persons in the society is increasing (UN-DESA, 2023), social inclusion and equity of the elderly - one of the most disadvantaged groups in society (UNESCO, 2022) - become a growingly significant social sustainability issue. While there is a decades-old body of literature on the leisure participation of older individuals, most existing studies focus on health-related and social care dimensions at the expense of other elements of social inclusion (Gidley et al., 2010). Moreover, studies that focus on the socially inclusive function of leisure tend to neglect senior citizens as a distinct segment (Hall, 2010; Sweet et al. 2021; Litwiller et al. 2017; Trussel & Mair, 2017). Therefore, the aim of this study is twofold i) to understand the barriers to the instrumentality of artistic leisure spaces for social inclusion - specifically performing arts events and venues for senior citizens, and ii) offer solutions to facilitate the social inclusivity of artistic leisure spaces for greater social sustainability. Ad-hoc leisure-based solutions for "different" segments of the population may, at best, be ineffective in their inclusion to larger society (Hall, 2010) and, at worst, contribute to their social isolation (Cameron, 2006). Hence, this study utilizes a social inclusion perspective that envisions inclusion as a necessary mechanism for achieving social sustainability as a cohesive, integrated phenomenon (UNESCO, 2022). Attendance and accessibility in artistic leisure spaces such as performance arts is, then, more than a physical issue dominated by infrastructural elements, but involves all information channels, venues, spaces, communication methods, societal attitudes, perceptions as well as general senses of belonging and attachment.

Methodology

The study utilized mixed methodology to investigate the social inclusivity of performing arts venues as leisure spaces in Türkiye from

the perspectives of various parties, that is, senior citizens, service providers, performing artists and general audience. The methodological techniques included i) semi-structured interviews with senior audiences, performing artists and service providers, ii) surveys with general audiences, iii) on-site observations, and iv) review of related documents from performing art institutions. A total number of 35 individuals were interviewed and a total of 304 survey responses were collected for this study.

Findings & Implications

This is a unique case study which addresses the existing lack of scholarly knowledge on socially inclusive artistic leisure spaces for senior individuals as a means of greater social sustainability in contemporary society. Findings showed that even though senior citizens make up a large portion of the occupants of the leisure landscape of performing arts, the physical and social challenges may be overlooked especially in pursuit of younger generations. This contrasts with the potential artistic leisure spaces evidently provide for interaction and cohesion between different social segments in an increasingly “remote” society. Deficiencies in addressing the senior needs and priorities in the design, access and communication of performing arts point to the collective responsibility of leisure programmers, service providers, governmental agencies and even artists; while the main findings from the surveys indicate that the society at large harbors some of the root causes of age-based social exclusion. The implications of this study compel us to revisit and reinscribe not only the definitions of social inclusion of seniors in leisure, but what we ultimately understand from the function of leisure and art in society. The full extent of findings and implications will be presented.

Antonio C. Cuyler
Professor, University of Michigan, USA

**Cultural Tourism, Economics, & Caste:
Choosing among Approaches to Explore the Impacts on the
U. S. Creative Economy**

Though the economic success of cultural products by historically and continuously discriminated against, marginalized, oppressed, and subjugated creatives continue to defy enduring myths about their viability in the market, the inherent contradictions of capitalism suggest that it has dissolved its long lasting marriage to caste. Still, caste remains an intractable problem that challenges U. S. and other societies. Clearly, the creative sector needs a new theory to address caste, especially as it relates to the production and valuation of cultural products (Cuyler, 2023; Cuyler et al., 2022; Saha, 2018). Becker (1971) theorized that discrimination in the marketplace by any group reduces their incomes as well as those discriminated against because of their social identities. His influence has revealed results antithetical to the ways in which some understand and practice caste capitalism in U. S. society ripe for further scholarly investigation, especially within the creative sector. Therefore, in this paper, I propose to explore the research question, when investigating the effects/impacts of caste on cultural tourism within the U. S. creative sector, what approach is most effective? Broaching this research question philosophically and theoretically holds significant value for practically conceptualizing a study that examines the effects/impacts of caste on cultural tourism within the U. S. creative economy. First, the seriousness of addressing caste within the creative sector and U. S. society warrants continued scholarly attention. Second, because if in a capitalist society the loss of income and other artistic, community, cultural, emotional, intellectual, political, reputational, social, and symbolic capital does not deter it, then the sector needs to think more deeply about how to de-incentivize caste to enable prosperity for, especially given its negative impacts on U. S. society? Lastly, such a study helps to bring us closer to identifying the “thing” and value of it that those who practice caste allegedly gain from maintaining caste?

Bertrand David

Emeritus Professor, Université Lumière Lyon 2, France

Hanna Reynaud-David

Master Student, Université Lumière Lyon 2, France

&

René Chalon

Associate Professor, Université Claude Bernard Lyon 1, France

Assistive System for Smart Tourism in Smart Environment: An ICT Approach for Over-Tourism and Tourism Crisis Management

Tourism is a very important field of worldwide activities to which digitalization can contribute deeply. The digitalization can concern users (clients or professionals), manipulated data related to stay or trip management, location choice, reservation, organization, cancellation, ... The data collected in the environment and allowing different actions, as the access limitation or protection of specific area can contribute to over-tourism management and/or these data can activate appropriate actions in different sorts of crisis (fire, earthquake, flood, storm, snowstorm...).

Information and Communication technologies are used to develop an assistive system able to consider the data needed to manage different situations as over-tourism and crisis. These data can come from the human, by their activities related to their stay or from the nature by appropriate sensors and actuators located statically in the environment or on moved elements (boats, vehicles...) but also humans and may-be animals. An in-nature distributed system is able to receive or send data from or to these in-environment items and work on them in order to manage appropriately occurred situations. This assistive system is integrated (able to collect and manipulate information coming from everywhere), is interactive (allowing to all actors to introduce and receive appropriate information), is collaborative (allowing collaboration between different actors) and is intelligent (able to work, calculate and reason on these available data).

The objective of an assistive system is to take into account identified categories of users and the data on which they are working. To summarize all activities, to identify in-environment information sources and destinations located in-environment objects a working process must be created in order to organize the system life in respect of identified situations and associated Users + Data + Actions.

In the case of over-tourism management, the objective is to identify all concerned situations and characterize them by data concerned and actions to activate protecting or avoiding different behaviors. As examples we can mention following situations: too high number of visitors, too many vehicles, too high temperature, not enough water, ...

In the case of the crisis management, the objective is to be able to obtain as early as possible the information on situation occurred via in-environment sensors or other sources of information in order to activate appropriate automated or manual treatments starting the protection or preservation process. Call appropriate external services as firefighters, high mountain rescue ... is also the objective.

This kind of system is by definition open-ended, in order to be able to take into account existing and new working situations related to the users and geographical, economic and ecological contexts. Its four layers hierarchical architecture (Domain apps, Common Data and Services, Data Vitalization, In-environment Data) receives for each of them a supportive user interface which objective is to express the specificities to be considered.

In this paper we would present overall architecture, main design and implementation principles and a case study using this assistive system.

Gregory Garvey
Professor, Quinnipiac University, USA

Terms of Service: Coming to Terms with AI Generated Art in the Classroom

AR 250 AI and Art was launched as a seven weeklong Special Topics course at Quinnipiac University in Spring 2023. The course description reads:

Artificial Intelligence text-to-image generators have recently exploded in popularity. In this course, you will learn about and use some of these new and powerful tools to create novel AI-assisted art. We will take a look under the hood at the AI that makes it all possible and discuss the implications of this technology concerning artistic originality, ethics, copyright and the emergence of deepfakes.

Most students in AR250 took the course to satisfy the University Curriculum breadth requirement. Each class includes a discussion of written responses about select topics. (e.g., *What is creativity?*, *How can you tell if artwork is AI Generated?*, *Should artists be afraid?*, *Is there gender or racial bias in AI image generators?*, *Should Getty Images sue Stability AI?*, *What are the implications of deep fakes?*). Critiques of generated images are followed by practice in writing effective prompts.

Students are encouraged to experiment with ChatGPT. However, their written responses must pass multiple AI Detection tests (examples will be shown) and be at least 51% “likely to be written by a human!”

In accepting the Terms of Service for these AI tools, students are encouraged to exercise the precautionary principle- to critically think about the images they generate and to ask if they (or the AI) are consciously(!) or unconsciously(!) reproducing or reinforcing bias, or stereotypes that reifies systemic racism, sexism, bigotry or other inequalities.

20th Annual International Conference on Tourism, 10-13 June 2023, Athens, Greece:
Abstract Book

Alexia Georgakopoulos
Professor, Nova Southeastern University, USA

**Power of Film and Social Media for Conflict
Transformation in Ukraine and Around the Globe**

NOT AVAILABLE

Anne Gere

Professor, University of Michigan, USA

Civilization and Culture from the Indigenous Perspective

Bringing civilization or civilizing was one of the stated goals articulated by Christian missionaries and the US government to describe their relationship to Indigenous people on the North American continent. When Pope Paul III issued his “Sublimus Deus” decree in 1537, he pronounced the inhabitants of the newly discovered continent as “true men” and declared that they should not be enslaved and that they could be converted to Christianity. The first Spanish missionaries arrived in North America in 1541. Pope Paul’s papal bull continued by explaining, “even though they be outside the faith of Jesus Christ, they may and should, freely and legitimately, enjoy their liberty and the possession of their property.” The Pope’s edict did not, however, prevent the enslavement of North American Indians or silence the continued debate about their humanity. In 1550 Juan Ginés Sepulveda and Bartolomé de Las Cases engaged in a debate centered on their definitions of these unknown beings. Sepulveda argued that they were “barbarous and inhuman peoples abhorring all civil life, customs and virtue” while Las Cases described them as men of reason but of a lower sort because they had no written language. These views, expressed by scholars who relied upon second-hand reports from missionaries or traders, arrived with colonists in North America and shaped many of the interactions between Indigenous and EuroAmerican people for several centuries. This paper will discuss the various meanings attached to the word “civilization” as EuroAmericans battled against and created schools for Indigenous people. In particular, this paper will consider the intersection of civilization and culture in the programs of education devised to “civilize” Native American children. One of the earliest schools, established in 1743 by Eleazar Wheelock, conceived of the “Grand Design” for Indian education, centered on removing Indian youth from “the pernicious influence of Indian examples.” Wheelock’s Moor’s Indian Charity School isolated Indian young people from their Native families and surroundings from months at a time in order to “civilize” them through exposure to a strictly controlled moral environment. Missionaries from many church backgrounds emulated this model, and as the U.S. government began to invest more heavily in Indian education in the nineteenth century, it expanded on this model by transporting children from their homes in, for example, North or South Dakota to Pennsylvania where, Carlisle, the first government

boarding school was established. This school regularly published “before and after” photographs of Native American youngsters, with the first featuring the child in traditional Indigenous clothing and the second showing the same child with EuroAmerican clothing, as evidence of the school’s success in a “civilizing” project. Inherent in bringing “civilization” to Indigenous people was an assumption that Indians had no culture, that they represented a tabula rasa on which EuroAmerican civilization and culture could be written. Juxtaposing the term “civilization” with “culture” provides a way to look at the interactions of EuroAmericans and Indigenous people from a new perspective.

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Cultural Tourism and Globalization

The dynamic development of cultural tourism observed in recent years overlaps with the breathtakingly violent processes of globalization. Globalization in tourism is manifested by progress in the internationalization (internationalization) of financial capital and other resources, markets, management, technology, knowledge and education, consumption values (level, style, life model), legislation and legal pragmatics.

Based on multi-level empirical research, the article attempts to answer, among others, the following questions: Is the multidimensional phenomenon of globalization, which constantly reveals new faces, an opportunity for cultural tourism or does it pose a real threat of destroying its values? What planes of influence can we talk about (economic, social, cultural)? Or maybe cultural tourism is a niche of what is local?

When considering the prospects for the development of cultural tourism in the conditions of global economy, finance and information circulation, we also consider the prospects for the development of the human condition (tourist) in the situation of a decreasing sense of security and certainty caused by the process of globalization.

To analyze cultural tourism, original mixed models based on wavelet analysis, dynamic programming and artificial neural networks were used.

Eric Handman

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“Daedalus Dreams” - Human-Drone Interactivity in Performance

Introduction

Daedalus Dreams is a dance theater project that weaves drone technology, movement, and the tragedy of Daedalus and Icarus into a modern allegory. This abstract captures the essence of the research which focuses on creative explorations between a human performer and two drones. The project by choreographer Eric Handman, movement artist Scotty Hardwig, and visual artist Zach Duer, merges dance and technology to reimagine the aftermath of Icarus' fall. *Daedalus Dreams* considers drones and their capacity to illuminate, generate wind turbulence, and contribute to the sonic environment as new kinds of artistic media for dance-theater productions.

Drones as Artistic Media

The impetus behind *Daedalus Dreams* was to explore the artistic potential of drones and integrate them into a dancetheater context. Collaborative research initiated at the University of Utah and continued at Virginia Tech throughout 2021 culminated in a premiere in 2022. The project, performed at Virginia Tech and the Ammermann Arts-Tech Biennial at Connecticut College, showcases a unique fusion of human-drone interactive creativity and theatrical innovation.

Exploration of Light

In the performance, a drone served as a mobile light source for the dancer. As pace quickened, near collisions with walls or the safety net became performance-ending risks. Disconnecting the drone from GPS allowed for controlled drifting. A hovering drone, 3-4 feet above the floor, propelled by hand, challenged the dancer to improvise crawls and rolls to stay illuminated. As the pace accelerated, the dancer's challenge intensified, navigating the space to avoid collisions, keeping the drone moving, and staying illuminated often at high speeds.

Harnessing Wind

The drones' propellers generated powerful wind turbulence, offering a new medium for artistic exploration. Wind, as an invisible medium, became tangible through the materials it influenced. The researchers experimented with using wind to create a chaotic kind of beauty through displacing multi-colored feathers which came to symbolize Icarus. The indoor turbulence, made visible through the feathers revealed the wind's recursive tumbling patterns, adding an unpredictable layer of mesmerizing visual action to the performance.

Soundscape

The music composition for *Daedalus Dreams* was a fusion of field recordings that captured natural and industrial sounds. These included cicadas' summer mating calls, industrial clanging, ocean waves, and the horn of a cargo ship. The harmonization of cicadas, etc., with the drones' hum, created an ambiguous context for this new myth of Daedalus, obliquely suggesting connections between the environmental crises of the early 21st century with humanity's aspirations for transcendence.

Implications and Future Research

Daedalus Dreams aims to create a portable and modular project, seeking production partners to bring this unique blend of arts and technology to a wider audience. This project heralds a new form of movement theater where drones become integral partners in artistic expression. The innovative applications of light, wind, and sound in the performance underscore the creative potential of human-drone interactivity. As the project expands, it will push the boundaries of choreographic thinking, human-drone interactivity in shared spaces, and expand the discourse around the aesthetics of surveillance technologies in contemporary performing arts.

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&

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Advantages and Disadvantages of Croatia as a Destination for Health Tourism

The aim of this paper is to present the advantages and analyze the disadvantages of Croatia as a destination for health tourism. The Republic of Croatia is a popular tourist destination and as such tourism makes up a significant share of the gross domestic product of the Republic of Croatia, at the same time health tourism is underrepresented in the total percentage of tourism and as such provides the opportunity for development and thereby affects the development of Croatia as a tourist destination throughout the year. Furthermore, health tourism records an annual growth of 15 to 20% worldwide and thus sets itself up as a new trend in the market arising from need (and not desire), which is a distinct advantage and strength compared to the product, in this case tourism, which arises from wishes to visit a certain destination. Health tourism is based on natural spas, preventative, medical and rehabilitation programs and various types of wellness offers. Health tourism in Croatia has natural predispositions, a long tradition and basic infrastructure that requires improvement and continuous investment. The current situation in Croatia regarding health tourism is not promising because large public health institutions, such as clinical hospital centers, general hospitals or polyclinics, do not show interest in health tourism. Health tourism in Croatia is still sporadic, insufficiently diversified, relatively unsettled and poorly recognizable. The lowest level of satisfaction among guests was expressed in relation to the innovativeness of the offer and the suitability of the wellness center for people with special needs. It is necessary to invest in the capacities of the hotel and health superstructure following the requirements of contemporary world tourism demand, which includes staff education and increasing competitiveness on the international market. The research was conducted and the results are presented graphically. Based on the research, it can be concluded that Croatia has the prerequisites for the development of health tourism, especially the branch of medical

tourism. The paper itself presents the development of the same, as well as the advantages and disadvantages of Croatia as a destination for health tourism.

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Baltic Impression - Immersive Technology Performance

Today, immersive technologies are gaining an analogous role and property to traditional art-making techniques, resulting in interactive intermedia artefacts. Immersion is primarily intended to coexist with humans as part of the formation of an aesthetic experience. The use of this innovative technique in the performer's movements, alongside improvisation, offers new possibilities for creating a stage space enriched with visual effects, resulting in spectacular interpretative possibilities.

"Baltic Impression" is an intermedia project that is an augmented reality performance (without audience participation) to improvised music, referring to artistic inspirations related to the Baltic Sea and its surroundings. The literary content of the legend of aquatic creatures and deities inhabiting the depths of the sea has been translated into musical text. By immersing oneself in a maritime world torn apart by the elements, the idea was, on the one hand, to bring closer the imaginary world - unreal with a dose of mystery - and, on the other hand, to transfer its fantastic nature to a new reality generated by computer systems. This dualistic specificity is emphasised by the live music and movement inspired by it, improvised in an enclosed space filled with visuals that react to changes in both the piece and the performer's actions. The main goal of the project is to evoke in the spectator's mind the original text (the content of Kashubian fairy tales), which is present and materialised in another medium. Real movement to live music has been superimposed on the dance in AR virtual reality to increase the impact of the movement experience. All artistic actions are improvisations that can take on a different form and expression with each performance, evoking a new aesthetic experience each time.

Woody Kim

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Factors Affecting Consumers' Intention to Try Cannabis-infused Edible

In recent years, the cannabis and marijuana infused products, including food and beverages gaining popularity due to legalization of marijuana for both recreational and medical use in various regions including Canada, some US states and Spain (Catellya, 2022; Charlebois et al., 2020; Wen et al., 2020). In 2022, Thailand becomes first southeast Asian country which legalized the marijuana for medical and recreational use and allows its import and export (Fakfare et al., 2022).

In certain regions where marijuana is legal, people experiencing or using marijuana infused edibles, such as food, bakery, oil, butter and beverages (Rasera et al., 2021). In Thailand, many manufacturers, distributors or food processors increasingly interested in development of marijuana infused edibles like food and beverages (Catellya, 2022).

The present study attempted to investigate consumption intentions of marijuana infused food and beverages in a tourism context. To achieve this objective, the present study aimed to develop a research model underpinned by the elaboration likelihood model (ELM) and the theory of planned behavior (TPB) in the context of tourism industry.

Therefore, the present study extends the TPB by integrating the ELM model, four constructs represent the central route (Authentic Experience, Perceived Value, Moral Norms, Health Risk) and the peripheral route (Word of mouth, social norms, curiosity) into attitude towards marijuana infused food and beverages which ultimately leads towards consumption intentions. In our proposed model, the examining the moderation effect of marijuana use experience included to improve the understanding of consumption intentions.

The following hypotheses will be tested in this study by collecting online survey data:

H1a: Authentic experience positively influences consumer's attitude towards marijuana infused food and beverages.

H1b: Perceived value positively influences consumer's attitude towards marijuana infused food and beverages.

H1c: Health risk perception positively influences consumer's attitude towards marijuana infused food and beverages.

H1d: Moral norm positively influences consumer's attitude towards marijuana infused food and beverages.

H2a: e-WOM positively influences consumer's attitude towards marijuana infused food and beverages.

H2b: Normative social influence positively influences consumer's attitude towards marijuana infused food and beverages.

H2c: Curiosity positively influences consumer's attitude towards marijuana infused food and beverages.

H3a: Education experience positively influences consumer's attitude towards marijuana infused food and beverages.

H3b: Escapism experience positively influences consumer's attitude towards marijuana infused food and beverages.

H4a: Entertainment experience positively influences consumer's attitude towards marijuana infused food and beverages.

H4b: Esthetic experience positively influences consumer's attitude towards marijuana infused food and beverages.

H5: consumer's attitude positively influences consumption intentions towards marijuana infused food and beverages.

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Relationship and Interaction: A Model for the 21st Century Populace in the Organ Work “*Dieu Parmi Nous*” of Olivier Messiaen

This article explores the sonic representation of Christian belief of the incarnation in the organ work “God among us”, the ninth and final movement of *La nativité du Seigneur* by French composer Olivier Messiaen. A convert to the Catholic belief, Messiaen holds a devote interior spirituality the spills into his compositions highlighting a dialogue and relationship with God. In the communal alienation and isolation of the twenty-first century, the awareness of musical constructs representing the incarnation of the divine offers an example or model of hope through self-giving that could be mirrored in civic sacrifice for others. Exploring the roots of human interiority through an auditory approach, in the organ music of Messiaen, one can discover, perhaps in a transformative experience, an understanding of the divine through music.

An analysis is offered of the first three measures of the ninth meditation, “*Dieu parmi nous*” that is inspired by the incarnation of the son of God in *La nativité du Seigneur*. An analysis of “*Dieu parmi nous*” will demonstrate the usage of Hindu classical music rhythmic structures, modes of limited transposition, and number play.

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**Developing Competencies of Global Citizenship through
International Service-Learning Experiences**

Many studies have been conducted in measuring the impact of service-learning or international service-learning (ISL) on undergraduates across the last twenty years. The majority of these ISL studies were conducted immediately after students who had participated in overseas community service returned home and were focused on how they achieved learning outcomes. Some researchers argued that while we understand the immediate effect of the ISL experiences, especially on students, studies on the sustained effect of ISL experiences on students and communities are still rare.

To bridge knowledge gaps in the literature from the Hong Kong context, this study aimed to 1.) understand the transformative learning processes such as dissonance, personalizing, processing, connecting, and sustained relationships developing participants' competencies of global citizenship; 2) to explore the roles that contextual factors identified in literature, such as culture, nationality, prior overseas cultural or study exchange experience, prior traveling and ISL experience, motivation and learning expectation of students, leadership role, course and community activities, historical, political and socio-economic context of service site, play in enhancing or hindering the transformative learning experience and process; and 3.) to understand how the transformative learning processes, such as dissonance, personalizing, processing, connecting, and sustained relationships, affect participants' achievement of competencies of global citizenship immediately after completion of the ISL project, and sustainable growth over time.

Kiely's (2005) Transformative Service-Learning Process Model, Roberts and Edwards' (2016) sustained relationships, the Kiely's (2004) Emerging Global Consciousness Model and the Morais and Ogden's (2011) Global Citizenship Conceptual Model were well-integrated as conceptual framework to guide this qualitative cross-case study to explore and analyze any similarities and differences on the transformational learning processes and the contextual factors that

developed, affected and achieved the Green Pasture Inn (GPI) and the Sesame School (SS) participants' global citizenship competencies using two different cultural and social settings from projects based in Cambodia and Vietnam respectively.

In this qualitative study, a longitudinal cross-case analysis is adopted to explore the contextual factors' roles played in transformative learning in enhancing or hindering the transformative learning experience and process, to examine the impact of transformative learning processes developing and affecting the achievement of competencies of global citizenship.

The findings from this study make contributions to the current literature. Firstly, most of the findings have shown that contextual factors particularly leadership roles and motivation in learning play an important role in enhancing participants' transformative learning experiences and processes. Secondly, amongst the transformative learning processes, the findings have shown that operational dissonance; mixed emotions interacting with operational dissonance; individual and group reflection interacting with high and low dissonance; informal connecting through social and cultural activities; and sustained relationships through social media initiate, facilitate, develop and achieve competencies of global citizenship namely social responsibility, global competence, and local and global civic engagement over time during participants' university study and after graduation.

The findings also provide pedagogical directions for ISL course administrators and practitioners to improve course design and delivery and provide practical insights for other stakeholders such as companies, communities, and governments who want to further develop students or graduates who completed ISL courses to continue to practice, develop and sustain their competencies of global citizenship to contribute to the society and make the world a better place.

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Tourism in Post-Civil-War Central Africa: An Empirical Model Test

The study we propose examines tourism post-civil-war and civil unrest in Central East African countries. Civil wars, the dominant form of violence in the contemporary international system, peaked worldwide at the end of the 20th century, following of the outbreak of conflict across sub-Saharan Africa, where a third of countries had active civil wars in the mid-1990s (Bove et al. 2017). Much of Central East Africa, engulfed in conflict during that period, has since experienced a period of conciliation and rapid economic development, becoming fertile ground for the development of tourism. In this context, this research uses the T-ABC model to assess the eight countries in Central East Africa: Burundi, the Democratic Republic of Congo, Ethiopia, Madagascar, Malawi, Mozambique, Rwanda, and Uganda. All selected countries experienced civil wars, followed by a period of conciliation and economic development. The T-ABC model is based on three factors: attractions, basics or necessities, and context or environment initially identified by Manrai and Manrai (1993), later introduced as the Tourism ABC (or T-ABC) model in Manrai et al. 2018, and subsequently, tested (Manrai, Lascu, and Manrai, 2019). In model, A stands for “attractions” (game animals and safaris), B stands for “basics” (accommodation, transportation etc.) and C stands for “context” (crime, safety of country environment, etc.). The study compares the eight countries on variables representing attractions, basics, and context, empirically tests the model, attempting to assess each of the three dimensions in predicting tourism intensity as assessed by international tourist arrivals.

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Protecting against Manipulation in Tourist Guide Work

One of the most important skills in today's world is the ability to work in a team. As a group leader trying to meet the various needs of participants, a guide must be able to recognize when they might be the subject of manipulation, and learn to deal with such situations. The purpose of this article is to show various forms of how social influence is exerted, and to give practical solutions for guides in defending themselves against manipulation. This will allow guides to fulfil their duties and meet the expectations of domestic or foreign tourists, regardless of whether they have had professional training or came into the field as untrained guides. The second author, a licensed guide, conducted research with over 100 Asian groups, and used the method of participant observation. The group and tour leader were not informed about the study. After each tour, the guide assessed whether the tour leader did or did not use the manipulation technique. If it was used, a short description was made of the event, as well as of the consequences these actions triggered. Then, together with the first co-author, a psychologist was consulted for each case. The most popular principles of reciprocity, "door-in-the-face", commitment and consequence, the "foot in the door" and "low ball", social proof, liking – "halo effect", similarity, authority figure, affirming expectations, contrast and unavailability (scarcity) were explained, for each was given example and means of defence.

People often underestimate feelings and try to be as rational as possible when making decisions. It is worth remembering that feelings are an early warning mechanism. To avoid manipulation, we must therefore observe our own reactions. If we find a surge of feelings – in some situations, it does not matter whether they are good or bad – we should treat it as a sign that something is happening and distance ourselves from the source of those feelings, whether physically (walking away for a while) or mentally (thinking about something else). The rational part of our brain will have a chance to think about it, and we will increase the chance of making the right decision, one we will not regret.

Techniques that implement the principles of social influence are designed to turn off our conscious choice and cause an automatic response. Adepts of manipulation make it impossible for us to consider all the pros and cons carefully. We should remember that it is much easier to be manipulated if we make decisions when stressed, in a hurry, uncertain, tired or busy. We should use knowledge of the principles of social influence for our own sake, but also for the sake of others.

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**Tourists as Contemporary Pilgrims?
Engagements and Representations of Byzantine Art and
Culture in the Global Visitor Market**

The intersection of tourist mobilities, performing mobilities in Byzantine sites, and orientalism represents a dynamic and complex field of study that sheds light on the contemporary experiences and representations of Byzantine heritage. Tourist mobilities encompass the movement of individuals, both local and international, who visit heritage sites for various reasons such as leisure, education, or spiritual enrichment. Understanding the motivations, behaviors, and experiences of tourists is crucial for effective heritage management and the preservation of cultural significance. By investigating how tourist mobilities intersect with performing mobilities in Byzantine sites, it is possible to delve deeper into the performative aspects of these visits and their influence on the perception and representation of Byzantine heritage.

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Identification of Key Parameters Related to the Design of Customer Relationship Management Structure for Health Tourism Facilitators in Iran through Multiple Case Studies

Health Tourism Industry is an emerging and beneficial trend in Iran. This sector however, does not possess a long story in Iran, and therefore most of the facilitators and companies related to health tourism in Iran are SMEs. These small to medium size companies face different challenges in their process of growth. One of the major challenges is the problem of Customer Relationship Management. In order to manage relations with customers in a successful way, health tourism companies must have a comprehensive view of all needs and challenges related to customers, among their expectations, from the first contact between customer and company to the last moment of relationship. To design a useful and accurate CRM structure we need to find all challenges, needs and expectations of customers through every step of customer journey.

In this research after reviewing the literature and gaining a complete understanding of challenges in the field of CRM for health tourism facilitators, and also studying different models related to the field of CRM for health tourism facilitators, we have chosen semi-structured in depth interview method as a qualitative approach to gather information from 7 Iranian health tourism facilitators and explore different aspects of customer relationship management and its challenges for these companies. Next, we used the framework analysis method to analyze data and provide results. Our thematic analysis results show that the most important themes related to customer relationship management in Iranian health tourism facilitators include these 7 themes:

- 1) First contact with customers
- 2) Transformation of information between customers and health tourism facilitator
- 3) Informational challenges
- 4) Key points related to perceived service quality
- 5) Nationality and culture

- 6) Monitoring and control
- 7) Management of stress

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Examining the Effects of the Child Friendly Cities Initiative in Mersin

This study is about the Child Friendly Cities Initiative, which was carried out in 2014 and 2015 in Turkey. Child-friendly city is a concept that responds to the needs of children, who represent the future of cities, to develop in a healthy way, to feel happy and free, and to develop physically, mentally and socially in the city they live in. Child Friendly Cities Initiative started in 10 municipalities (Lüleburgaz, Mamak, İspir, Giresun, Bitlis, Eyyübiye, Yüreğir, Mersin, Manisa and Bornova Municipalities) in 2014, in order to intervene in the difficulties faced by disadvantaged children and adolescents in urban areas in Turkey. The Initiative was carried out under the coordination of UNICEF Turkey Office with the financial support of IKEA and UNICEF Turkey National Committee.

Becoming a child-friendly city is subject to a fixed period of time with the project. After the end of this period, the effects of the initiative on the city should be monitored, and awareness and satisfaction with these effects should be investigated. In this study, the situation in Mersin, which was within the scope of the project in 2014-2015, will be discussed from the parents' perspective. In the study, parents over the age of 18 residing in Mersin will be included in the research. Parents' awareness and satisfaction levels regarding the effects and results of the child-friendly city project carried out in the city where they reside will be measured through one-to-one interviews.

Five main objectives of the Child Friendly Cities Initiative are determined as a framework in preparing the interview questions. These five basic goals are; (1) the right of children to enjoy basic facilities such as health, education, nutrition, (2) the right to be heard, (3) the right to be valued, respected, and treated fairly, (4) the right to be safe, and (5) the right to spend quality time with family, have free time and play games. Audio recordings will be taken for the answers given by the participants and these recordings will be deciphered into texts. The data will be analyzed using the thematic analysis technique. The aim and widespread impact of the study is to reach findings that can motivate practitioners to continue the Child Friendly Cities Initiative in Turkey, which is shown as one of the past projects (Past Initiatives) on UNICEF's Child Friendly Cities Initiative web page.

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The Way We (Really) Are: The Impact of Stakeholders on the Success of Destination Image Campaigns

Previous research agrees on the importance of destination image to raise attention, trigger visit intentions, and finally make tourists book the destination (e.g., Tasci & Gartner, 2007). Thus, tourism marketers constantly aim to establish an attractive destination image by implementing communication campaigns. One success factor of marketing activities is their alignment to consumer needs and preferences, which are in constant change (e.g., increasing demand on vegetarian/vegan food). However, consumers are only one stakeholder group of a destination. As a competitive unit, a destination is the sum of various services and stakeholders (e.g., hotels, restaurants, agriculture, locals), which in turn leads to a certain dependency of a DMO on stakeholders (e.g., Garcia et al., 2012). A willingness to cooperate, approval of the positioning, and a positive attitude of the stakeholders towards DMO activities are not only relevant for destination and product development, but also regarding marketing campaigns. Although the destination can strive for and establish an image, the actual travel experience takes place in the businesses of the destination. This in turn underlines the importance of stakeholders agreeing with the image conveyed in DMO advertising campaigns.

The paper aims to investigate the impact of stakeholder reactions to DMO marketing on consumers. Specifically, destination image and personality perceptions are analyzed by online user comments triggered by stakeholder reactions to a video of the Austrian tourism destination Tyrol. After selecting the video as specific research case, we randomly collected 19 media reports, which a) specifically name the video, b) cover a destination stakeholder reaction to it (e.g., farmer, political institution), and c) are published on websites allowing user comments (social media, online newspaper platforms). Out of all comments to these reports (n=3.473) we first excluded comments empty of content leading to a sample of 2.187 comments. Second, we further selected the sample by excluding comments referring to more generic

topics (e.g., health, nutrition), resulting in a final sample of 571 destination image and stakeholder related comments. Within this sample we ran a content analysis to see what destination image perceptions are triggered.

Preliminary findings reveal that on the one hand online users as (possible) destination customers positively evaluate the image campaign (examples of comments: "*Love it*"; "*The advertising is 10/10!*"). On the other hand, they criticize destination stakeholders for disapproving of the campaign resulting in critical destination image perception (examples of comments: "*Tyrol: Can't be beaten in terms of ridiculousness*"; "*As absurd as the reaction of the representative of agriculture is -even more absurd is actually the submissive reaction of the tourism association.*"). The negative reaction of stakeholders (farmers, politicians) is above all due to the presentation of oat milk instead of cow milk in the image video. While the DMO aimed to convey a modern image, some stakeholders here detect a conflict with the destination's personality and tradition. These first results support the importance of stakeholder inclusion into communication campaigns. They further confirm that destination image and personality can deviate from each other, which decreases destination credibility.

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Community of Learning and Practice in Tourism

Developing and coordinating knowledge across the tourism industry, education, and academia, while facilitating knowledge transfer, poses considerable challenges. Practitioners often fail to fully leverage academic research (Hudson, 2013; Ritchie & Ritchie, 2002; Xiao & Smith, 2010), viewing it as needlessly complex and tangential (Thomas, 2012). Communities of practice have found extensive application in workplace learning frameworks across various domains, including tourism (Albrecht, 2012; Bertella & Rinaldi, 2020). They are groups of individuals who share a common interest or passion and improve their skills through regular interaction (Wenger, 2004, 2006, 2008, 2011). Contrary to the cognitive learning that separates knowledge from practice, communities of practice emphasize learning through social interaction (Lee, 2022; Tham et al., 2020). Within these communities, members exchange knowledge and glean insights from each other's experiences, fostering ongoing professional development (Brown & Stokes, 2021). However, this concept typically centers around workplace dynamics (Brown & Duguid, 1991; Lave & Wenger, 1991; Wenger, 1998), which could potentially segregate workplace learning from traditional educational environments such as schools and research institutions. Employing an integrative review methodology, selected for its capacity to amalgamate knowledge across varied research methodologies (Cronin & George, 2023), this study seeks to address this gap. This study introduces a fresh concept - "communities of learning and practice" - aiming to underscore the interconnected involvement of the educational, academic, and industrial sectors within a shared community. By examining the literature on learning, learning communities, and communities of practice, this study conceptualizes a community of learning and practice as a collective of individuals with diverse viewpoints and expertise, encompassing educational, practical, and academic skills. They are united by a shared passion and dedication to advancing a specific domain, fostering collaboration among the educational, academic, and industrial sectors to drive the domain's development and societal progress. Although not explicitly defined in existing literature, communities of learning and practice have been addressed in over 20 papers. These studies indicate the concept's potential for research and practical applications while acknowledging certain limitations in its scope and methodological

approaches. This study proposes a practical pathway to bridge knowledge gaps among education, academia, and industry, while advancing theoretical discourse by conceptualizing communities of learning and practice, expanding on current discussions around learning communities and communities of practice. This study also suggests four research agendas to enrich the following discussion.

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A Qualitative Research on the Current State of Culinary Tour Organizations in Türkiye

Food tourism has developed enormously in recent years. Food is a crucial factor for the competitiveness of any tourist destination. As it is known, the food reflects the culture, tradition and values of a destination. Türkiye has a vibrant value of culinary tourism potential and history. Each region has its own product diversity. Diversification of food is an attractive factor for tourists to visit a destination. Dining and wine tasting activities are essential for travellers because they enjoy tasting and experiencing local and cultural dishes. This study aims to evaluate and understand the current status of culinary tour organizing travel agencies in Türkiye. Türkiye culinary tour routes are evaluated in each travel agency, and the participants were directors, owners and general managers of those travel agencies located in İstanbul, İzmir, Marmaris, Gaziantep, Hatay and Adana. The interviews were conducted face to face via skype. This research has a value as it reveals the thoughts of culinary tour organizing travel agency owner/managers', regarding the content, type and future of culinary travels in Türkiye; thus, it supports the development of culinary tourism in Türkiye and related literature.

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Consumer Behavior and Spending Pattern of Older Northern Winter Travelers Visiting Warmer States

Each year, retirees from all over the U.S and Canada venture to the Rio Grande Valley area to spend the winter. These retirees, known as Winter Texans, provide a substantial boost to the region's economy. Through a Mail Survey, the study sought to provide insight into their travel behavior and spending patterns. The results of 350 usable consumer surveys and 23 responses from RV and mobile home park managers the study provided, demographic characteristics and stay characteristics, expenditures in Mexico, expenditures in the Valley, other winter destinations, Internet use and use of healthcare services.

For Marketers looking to tap into this regular and lucrative market the study results provides valuable information on how best to reach this market, strategies to create product and experiences to capture this segment of the traveling populations, and the optimal price point for goods and services provided.

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Dynamic Global Evolution of Tourism Demand and Income

Tourism expansion has been actively sought by destinations around the globe as an engine of revenue generation for economic development and growth. Yet, the restricted mobility of people cross borders during the novel coronavirus period has called for a near standstill of international tourist flows, thereby bringing colossal economic losses to the tourism industry. To devise strategies for reinventing the industry in the post-pandemic, this paper takes on the global view of the tourism industry and investigates tourism demand from the quantity perspective. The dynamic evolution of global tourism development in the past decades is gauged, the steady-state tourism income elasticity along the long-run global tourism growth trajectory is derived, and the contributions of global economic, social and political forces that drive tourism income elasticity are scrutinized.

Results suggest the dominance of the structural component and the auxiliary role of the cyclical component in propelling global tourism development. Steady-state tourism income elasticity is higher in times of global tranquility, global high economic growth and fast globalization progress than in times of global instability, global low economic growth and slow globalization progress respectively. Furthermore, global economic, social and political factors are shown to exert differential impacts on the steady-state tourism income elasticity under different states of global tourism development. Findings are useful for offering policy insights on appropriate strategies and measures in revitalizing the tourism industry in the new normal era.

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Tourism and the Spatial Rhetoric of the Palestinian Refugee Camp

Tourism, as a communicative and spatial practice, is inherently rhetorical. Tour agencies advertise destinations, tour guides relay information on-site, and tourists and their guides traverse physical spaces. Tourism's objective is to shape tourists' perceptions of an attraction, site, or country and influence how travelers move through, engage with, and think about the site as a tourist attraction. Palestinian refugee camps in the West Bank, as newly popular tourist destinations, have become a crucial site of national struggle. Combatting mainstream narratives and assumptions about the nature of camp spaces, forms and functions, Palestinian refugees are strategically appropriating the *rhetoric of tourism* to re-present the *rhetoric of the refugee camp* by utilizing the camp's own discursive spatiality. Traditionally, rhetoric about the refugee camp devolves into an examination of camps as decontextualized, de-historicized spaces characterized by liminality, placelessness, and precarity. If the camp is a struggle for place and *emplacement* throughout *displacement*, tourism becomes a means by which Palestinian refugees transmit a new rhetoric of the camp through spatial performances and reproductions of space and place. Camp tourism reincarnates and revitalizes the 'question of Palestine' (see Said, 1992) and the space/place of the camp, itself, becomes an invaluable mode of persuasion in tourism. Conceptualizing the refugee camp as a (visual/spatial) rhetorical 'text', the article analyzes the spatial implications of tourism's rhetoric to determine how Palestinian tour guides reconstitute the form and function of refugee camp spaces and rearticulate notions of 'camp-ness.' This paper is the result of fieldwork conducted in 5 of the West Bank's 19 refugee camps between 2019 and 2022. This paper examines the space of the refugee camp through the lens of geographic and tourism rhetoric and asks: 1) How does the physical space of the refugee camp act as a rhetorical device that promotes the refugee camp as a nationally symbolic site to tourists? 2) How can the spatial trajectories of the tour through the space of the camp be thought of as rhetorical argument? Methodologically,

fieldwork included participant observation, 'critical walking' and mobile methods (see Jensen, 2014; Moodie, 2020), semi-structured interviews, and rhetorical analysis. Advocating for a spatial turn in rhetorical theory, I apply classical rhetorical modes of persuasion to the spatiality of the camp to analyze the camp's efficacy as a spatial and materially relevant rhetoric.

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Challenges Impeding the Adoption of Smart Technologies during the COVID-19 Pandemic by Hotels in Durban, South Africa

The COVID-19 pandemic impacted the travel and tourism industry significantly. The pandemic accelerated the immersion and application of various technological applications across the tourism and hospitality sectors. Pre-pandemic, technological innovations within the tourism industry were seen and considered novelties or add-ons, however, due to the COVID-19 pandemic, there was a paradigm shift towards the intense adoption of various technologies, which became the tools for the survival of businesses operating in the hospitality and tourism industry. In order for South Africa to fully exploit the benefits of various technologies as a result of the fourth industrial revolution, there is a great need for the upskilling and retraining of professionals and an aggressive regulatory policy framework is needed to address the issues, challenges and the negative impacts such job losses, redundancy, lack of specialized skills and low employment opportunities for semi-skilled individuals that come with the adoption of innovative technologies and fast-paced information and communications technology. Tourism growth and development remain one of the main contributors and drivers of South Africa's GDP growth. Although this is the case, tourism in South Africa remains inadequately resourced and funded by the national government. As a developing country, South Africa has been unable to develop its ICT sector, regardless of the benefits ICT affords the development and growth of tourism. South Africa is still being identified as lagging in ICT when compared to other African countries and poorly ranks on the global ICT index. Similarly, this explains why there is a poor diffusion of ICT in the South African tourism industry. The gap that exists between the integration of ICT and the tourism industry in South Africa is the underpinning factor as to why there remains a dearth of literature on service automation technologies across the tourism industry in the country, especially the hotel sector. South Africa is incapable of being an active competitor and participant within the international tourism value chain due to low ICT tools in the tourism infrastructure, as a result, it cannot exploit the benefits that come with adopting ICTs for tourism as a technologically advanced traveller market is steadily growing. This type of traveler market will be rigorously active in the tourism system post-COVID-19.

The growth and prevalent development of the fourth industrial revolution has resulted in various state-of-the-art technologies being introduced across the hotel sector. The widespread adoption and implementation of new technological innovations within the industries, especially during the COVID-19 pandemic outbreak, has extensively reshaped the way in which services are provided and consumed by the travel consumers. Although this might be the case, hotels are still facing barriers that impede their ability to adopt service automation technologies. This paper examines the challenges that impede on the adoption of smart technologies by hotels in Durban in the midst of the COVID-19 pandemic. The study adopted a qualitative approach and conducted 11 interviews with General Hotel Managers in Durban, South Africa. Thematic Analysis was applied to analyze data using NVivo software. Hotels in the city of Durban faced SAT adoption barriers which included a lack of government support, inadequate IT skills and infrastructure, guest and employee resistance, and financial constraints. The study proposes Public-Private Partnerships to mitigate challenges that impede on the adoption of smart technologies by hotels in Durban.

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Cenotourism: A New Opportunity for Tourism Development in the Mexican State of Yucatán

The purpose of the presented analyses is to identify new opportunities for tourism development in the state of Yucatán, based on the numerous karst caves in the area. The main form of economy in the area, until the first half of the 20th century, was agriculture and industry. After its decline, problems arose in the territory of the state under study, related to the impoverishment of its population and the need to find new opportunities and paths to development.

The discovery of a new form of use of the existing caves and karst lakes (cenotes) in the area opened up the opportunity to create new destinations and opportunities for new forms of tourism, for the less developed central part of the peninsula. The basis for identifying the importance of these destinations for development is the analysis of statistical data on the level of development of the tourist base in the state of Yucatán. On the other hand, the determination of the actual interest in cenotes among tourists was made on the basis of surveys on tourist satisfaction and the destinations they choose. They pointed out how unique a position these places occupy among the destinations chosen by tourists. In addition, field research was conducted in one of the municipalities located in the state, indicating what a great opportunity there is for local communities to develop these places and include them in their tourist offer. These analyses were complemented by social surveys conducted among the local population: the interviews focused, among other things, on the subjective opinion of residents of the state of Yucatán related to their use of cenotes as a source of income.

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Can AI Bridge the Gaps in Medical Tourism for the Emerging Economies? Case of Türkiye

Background and Purpose of the Study

Recovering from the pandemic-time setback, medical tourism market approached \$10 billion in 2022, and is expected to grow with an annual average of 25% for the remainder of this decade (Grand View Research, 2023). Among the drivers behind this unprecedented growth of medical travel trend are affordability and time-saving, access to advanced treatments, ease of travel and potential for connected tourism activities; while legal liabilities, follow-up potential, cultural barriers, insurance, and quality assurance continue to be major “challenge” areas (GlobalData, 2023). Medical Tourism Association (2021) cites destination environment, cost structure, and availability of facility and services as the main attraction points for medical tourism destinations, which include many emerging destinations such as Türkiye, Brazil, and India. While medical tourism indisputably constitutes a viable source of economic injection for these countries, infrastructure, governance, and other supply-related issues may create gaps between demand and supply which may in turn jeopardize the sustainability of this sector. Hence, employing stakeholder perspective, this study investigates the potential of AI advancements in addressing supply-side issues in emerging medical tourism destinations. Specifically, this study is a follow-up on the previous research of one of the authors which focused on stakeholders’ experiences and perceptions regarding the supply-side “pull factors” that drive medical tourism. Building upon the findings of this earlier research, this study explores the utility of AI advancements in medical tourism supply from the perspective of industry professionals – government, hospitals, travel intermediaries, legal entities, NGOs as well as IT/AI specialists as the game-changing players in health service provision.

Methodology

This study employed a qualitative method including i) semi-structured interviews with medical tourism stakeholders, ii) on-site observations in medical centers, and iii) review of related documents from relevant medical and tourism institutions. A total number of 23 individuals were interviewed for this study.

Findings & Implications

The game-changing impact of digital transformation in healthcare services powered by the advancements in AI (e.g., machine and deep learning) extends to the cognate area of medical tourism. However, the integration of these technologies in medical services face application and acceptance challenges (Stoumpos et al., 2023, Santersiero et al., 2023) which also limit their utility in medical travel. Findings from the interviews revealed that while increased opportunities for monitoring activity, real-time virtual assistance, data analytics may prove useful for the supply-side inadequacies in host destinations, high dependence on accurate data, privacy risks, legal compatibility and additional infrastructural costs may create new challenges. Emerging themes and the full extent of results coming from interviews, observations and document analyses will be presented in detail

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From Class to Place:

A Scholarly Examination of an Art Collective's Social Practices and a New Strategy of Participatory Culture

Human interaction with the world is inherently collective. The core of “participatory culture” extends beyond merely reconnecting individuals, aiming to restore collective identity through shared interests and goals while facilitating self-realization within group dynamics. Charles Cooley’s differentiation of “primary groups” and “secondary groups” serves as a framework for understanding how participatory practices weave individuals together. “Primary groups” are rooted in natural relationships, belonging to place-based collectives, while “secondary groups” are fluid entities mediated by human constructs, such as class relations. Amidst neoliberal globalization, participatory culture predominantly engages with secondary groups, employing negotiation or confrontation as strategies for critical social actions. The crisis within neoliberal globalization softens the power of secondary groups, transforming them into consumable spectacles. This necessitates a reevaluation of agents, contexts, strategies, and ideological constructs within participatory practices. Emphasis on the forces of “primary groups,” rooted in natural place, becomes imperative.

Distinct weaving methods imply variations in participants, strategy designs, and organizational forms. Presently, many participatory practices lack a clear awareness of these methods. This study examines a spontaneous art collective in Beijing originating from the working class, offering a nuanced analysis of two participatory practices over nearly two decades. Originally named the “New Workers Art Collective,” their practices were inherently spontaneous and authentic, devoid of exposure to global participatory art trends since the 1990s. Despite this, their participatory strategies and goals were in sync with global participatory art trends. Focused on urban working-class communities, the collective facilitated the visibility and audibility of workers through

artistic activities, addressing their collective demands. During this phase, the practice mainly sought secondary class-based goals.

In recent years, against the backdrop of China's rural revitalization strategy, the collective rebranded as the "Barn Band," expanding participatory practices to rural areas. Initiatives began with organizing villagers to create "village songs" and extended to artistic rural construction. This activation of villagers' agency in rural development countered the hollowing-out of rural areas, signaling a reconfiguration of primary groups. The second phase reflects an awareness and resistance to globalizing forces centered around fluidity, where collective identity is constructed, and an inclination towards stabilization forces centered around localization, where collective identity is a natural attribute.

From a history lineage perspective, this phase aligns more closely with the "Social Reconstruction Movement" initiated by Chinese intellectuals in the first half of the 20th century. Emerging from this lineage is the concept of "Zhong he Wei Yu," which, unlike prior translations of "moderation" "mean" or "harmony", more accurately and sociologically conveys "justice." This concept represents a shared ideal in global participatory practices. "Wei Yu" provides differentiated means rooted in traditional Chinese wisdom to achieve social justice. The interpretation in Chinese, "to settle and nourish in their natural and comfortable state," facilitates communication, understanding of differences, and the nurturing of new life based on these differences. This offers a more temperate and adaptable ideology and strategy for participatory practices within the current anti-globalization context.

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The Influence of Different Contexts and Contextual Changes on Creativity

Creative processes are necessarily situated in time and space. This empirical study deals with the psychological effects of the change of context on thinking, feeling, perception and its overall influence on creativity and will also focus on the *genius loci*: especially at landscapes as mountains, sea, deserts, islands and certain metropolitan areas, cultures and countries. There will be a focus on the spatial concepts of mobility and travel in relation to creative processes, as well as on the enhancing effects of movement on neuropsychological processes (on creativity, thinking and memory) and the enhancement of creative productivity by certain semi-public spaces. Especially cafés, hotel-lobbies, trains, airplanes seem to have a special importance for idea production and elaboration. Travelling can be a key practice to bring together people, ideas, concepts and resources and stimulate perception and emotion. Artistic and scientific creativity is necessarily dependent on sensual and affective stimuli. The study is based on a qualitative approach which consists of 43 interviews with artists, designers, writers, poets, philosophers, filmmakers, composers, mathematicians and architects from 11 different cultures and different ages. It could be proven that contexts (with space/place, time and social aspects) play a significant role in creativity. This study shows certain key factors and preconditions for it. The closest area of research in this regard focuses on the promotion of creativity after longer periods spent abroad, as well as after shorter trips. For instance, Galinsky and Maddux (2009; 2010) have published various studies demonstrating that stays in different cultures increase cognitive flexibility and neuroplasticity in the brain, as well as the ability to make new connections. While this research primarily relates to longer stays abroad in different cultures, a similar effect has been found in studies on simple and shorter vacations. Jessica de Bloom et al. (2014) investigated the creativity of employees before and after their holidays and found increased creativity and cognitive flexibility after the vacation, which was also supported by long-term studies, the focus was primarily on incidental creativity, particularly measured through creativity tests in de Bloom et al.'s study. Both studies do not investigate whether and to what extent this occurs in purposeful creativity of artists, designers, composers. This will be highlighted in this study, which also investigates in which phase of the

creative process which context is usually enhancing or inhibiting creativity. Basic, general features and special features are under investigation. According to the basis features, cognitive elements certainly play an important role here, but it can be assumed that relaxation, free-floating attention, cognitive variety and sensory stimulation also contribute to this. Context switching significantly stimulates perception and sharpens the senses (Zschocke, 2005). The more familiar something is, the less active our brains become, and the familiar world becomes increasingly indifferent to us. Our brains are inherently curious (Eagleman, 2018, 27). They seek a balanced mix of the familiar and the new. Context switching is a good way to achieve this balance. Familiarity is important so that our brains are not overwhelmed. Adaptation sets in, and our attention diminishes. Predictability is calming and useful to some extent, but too much predictability dulls our senses. Our brains crave novelty and periodically need—within limits—stimulation and new experiences. It's not surprising that neurotransmitters associated with our brain's reward system respond to novelty and surprises. Surprise and triggering the senses are delightful and fundamental foundations of creativity.

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