Current Issues in Tourism

International Week Tourism Symposium

JADEUNIVERSITY
OF APPLIED SCIENCES
Wilhelmshaven Oldenburg Elsfleth

Thursday 25 April, 09:15-15:00, Room V108b, Jade UoAS, Wilhelmshaven

PROGRAMME and ABSTRACTS

Please register online by 19.04.19 https://forms.gle/jhA7bGxAz53SCrwJ7

OVERVIEW PROGRAM

Time	General	Name
09:15-09:30	**Registration** AULA main building	
09:45	**Opening talk** Room: V108b (main building)	Dr. Uwe Weithöner, Vice President, International Affairs, Information- and Mediasystems Jade UoAS Judith Römhild-Raviart, Jade UoAS
10:00-10:30	**Keynote** Room: V108b	**Dr. Clare Weeden,** University of Brighton Exclusionary mobilities: Enclave tourism, private islands and the cruise industry
1. Rethinking Tourist Experiences: Opportunities and challenges		
10:30-10:50	Room V108b Session chair: Svenja Renner	**Krueatip Chanthadumrongrat,** Bremen UoAS Senior Tourist Behaviour in a Destination
10:50- 11:10		**Tobias Kühl,** Jade UoAS Smart Hotel – Workflow improvement and a better guest experience using the Internet of Things
11:10-11:30	Coffee Break	
2. Tourist Destinations: Managing impacts and opportunities		
11:30-11:50	Room: V108b Session chair: Judith Römhild-Raviart	**Chantal Claußen,** Jade UoAS The phenomenon overtourism in the context of sustainability in urban tourism – analysis and conceptual approaches
11:50 -12:10		**Dr. Nil Sonuç,** İzmir Katip Çelebi University Destination Branding via Perspectives of Residents: The Case of İzmir City
12:10-12:30		**Svenja Renner,** Jade UoAS In between culture: identity, space and place - when Instagrammers meet Bedouin in Petra, Jordan
12:30-12:50		**Anetta Kuna-Marszalek** and **Jakub Marszalek, ,** University of Lodz Revitalization as a tool to stimulate tourism and economic growth - the experience of Łódź
12:50-13:45	Sandwich Lunch	
13:45-14:05	Skype Presentation Room V108b	**Dr. Ioannis Pantelidis,** University of Brighton Hospitality and Refugees
3. Sustainability and tourism: Questioning, researching, identifying and measuring sustainability issues and environmental impacts		
14:05-14:20	Room V108b Session chair: Dr. Clare Weeden	**Anke Fritsch,** Jade UoAS Sharing Economy and Sustainability- Challenge of a sustainable concept in the travel industry
14:20-14:40		**Judith Römhild-Raviart,** Jade UoAS/UoB Cruising with a Conscience: Methodological considerations to researching sustainability discourse in the online cruise community
14:40-15:00		**Dr. Tigran Sargsyan,** Yerevan State University Natural Hazards and Tourism
15:00-15:15	Final discussion	
15:15	Social-Programme and Networking	Guided city tour - Wilhelmshaven

ABSTRACTS

Keynote

Dr. Clare Weeden (Principal Lecturer Tourism and Marketing, University of Brighton, UK)

Exclusionary mobilities: Enclave tourism, private islands and the cruise industry

Research linking tourism enclaves with social and spatial exclusion has steadily expanded these past two decades. Critics have argued such developments are unsustainable – not only are local residents isolated and excluded from tourism space, but enclaves also deliver disproportionate economic benefit through imbalanced power relations to local and/or international elites. While resort enclaves offer few positive outcomes for local communities they are popular with tourists who want a pre-paid, controlled and privatised vacation experience. Similarly, cruise ships are also framed as enclaves, where passengers seek structured and standardised experiences on vessels expressly designed to maximise on-board consumption. Such mobile enclaves have become destinations in themselves, with ports of call concerned that passengers spend decreased time and therefore money in their destination. Nowhere is this more acute than where cruise lines lease so-called 'private islands'. Often, although not exclusively located in the Caribbean, private islands enable cruise lines to offer an 'exotic' yet sanitised version of paradise away from any unpleasant sights of poverty, or physical and health risks and to guarantee good customer service. Intentionally designed to segregate tourists from local communities, such places raise questions of social exclusion and (im)mobilities, issues far beyond criticism of the unequal economic distribution of income from cruise visits. Drawing upon a range of library, desk and field research to discuss the issues raised, this paper explores the industry's growing demand for private islands, contemplates the consequences of such developments, and considers the exclusionary future for destination communities in these spaces.

1. Tourist Experiences: Opportunities and challenges

Senior Tourist Behaviour in a Destination

Krueatip Chanthadumrongrat (MBA Candidate, Bremen UoAS, Germany)

According to UN World Population Prospects report, the world's population is ageing: virtually every country in the world is experiencing growth in the number and proportion of older persons in their population. Globally, population aged 60 or over is growing faster than all younger age groups and life expectancy around the world increases. Senior citizens are becoming larger impact on world economy. There are indicators show that aging population will impact tourism industry due to growing in no. of aging population, different behavior compare to younger generations, health condition and buying power. For senior tourist to choose a destination the criteria are every touch points are different from younger generations. Senior tourist care more about quality than price, safe and easy rather than excitement a destination need to develop and adjust their high quality of accommodation, transportation connection, quality of restaurant and health facility to attract senior tourist market. There is no doubt that senior tourist will become more and more important in tourism industry as a traveler and income contributor to many destinations. To attract senior tourist a destination needs to improve quality of hospitality facilities, transportation system, food standard and healthy facility to match with their health condition, lifestyle and preference. This research is mainly study senior tourist in the broader sense using age as a main criteria of target segment. To be truly understand senior

tourist and attract them, the study should be done in more specific geographic and psychographic to deeply understand decision criteria and pain point of senior tourist.

Smart Hotel – Workflow improvement and a better guest experience using the Internet of Things

Tobias Kühl (B. A. Candidate, Jade UoAS, Germany)

Even though not everybody knows the term Internet of Things (IoT), most people have already heard of smart home benefits or experienced the ease of tracking parcels with goods they have purchased online. This Bachelor thesis shows how IoT can be used not only to improve the stay of a guest in a hotel but also help to increase the employee's workflow by using the latest and also future technologies. This for example, can be a wristband used as the room key, preference storage (for coffee machine, television, air conditioning, etc.) and to detect the right moment for the alarm to wake up the guest. As some of the solutions can be used in any sort of hotel or other forms of accommodation all of the results are aiming to improve business hotels where for the guest, job efficiency is as much important as a comfortable end of a day's work. This presentation provides a short overview of the different working areas and processes in a hotel and the basic facts about IoT. Moreover, this paper can be used as a collection of ideas for experts willing to optimize the guests experience and the processes which are hidden from the guests. Data was collected using a survey among hotel managers, displaying the current acceptance, awareness and the spreading of IoT in German hotels. Since Smart Living is a current issue, the goal of this thesis is to create a scenario where a business traveller experiences the advantages of connected devices during various situations of his stay. As the writing is still processing some aspects may change and results can be different as stated at the moment.

2. Tourist Destinations: Managing impacts and opportunities

The phenomenon overtourism in the context of sustainability in urban tourism – analysis and conceptual approaches

Chantal Claußen (B.A. Jade UoAS, Germany)

The past shows that many city destinations such as Amsterdam and Venice have tried to counteract the negative effects of tourism growth, namely overtourism. Overtourism is a global and multi-layered challenge representing unsustainable tourism development. It describes a situation in which limited urban space, limits to carrying capacity and unsustainable handling of tourism growth lead to conflicts within a destination such as overcrowded streets and squares, congested traffic infrastructure, rising rents and displacement of local people. The aim of this thesis was to identify core challenges for urban tourism destinations associated with overtourism and to provide a plan of action for sustainable destination planning and management. This study analyzed the challenges resulting from overtourism in Amsterdam, Palma de Mallorca, Hamburg and Venice. Short and long term goals to tackle overtourism were developed. Although all destinations can benefit from visitor management and limitations to tourist offers, it has emerged that not all measures and instruments recommended in the literature are transferable to every city. This presentation highlights the challenges uncovered for Amsterdam, Palma de Mallorca, Hamburg and Venice followed by brief recommendations for sustainable tourism planning.

Destination Branding via Perspectives of Residents: The Case of İzmir City

Dr. Nil Sonuç (Assist. Prof. İzmir Katip Çelebi University, Turkey)

Dating back 8000 years of history, İzmir is an important ancient commercial port joining together Asia with Europe at the westernmost part of Anatolia Peninsula on the bay of the Aegean Sea.

The branding or re-branding of a city has become a crucial point for increasing its appeal for the correct target markets. A city as a destination may only have a character with its residents. Sustainability requires the inclusion of all parties when it is about deciding over the city's destiny. The residents represent an important and generally ignored part of the branding decisions. The purpose of this study is to emphasize the importance of the residents in İzmir and to understand their viewpoints about its branding as a city and as a destination.

To find out the city branding perceptions of residents in İzmir, the qualitative questionnaires are used to collect the data. Metaphor analysis and content analysis are used to evaluate the findings. Several themes are associated with the city brand perceptions of the residents who are divided to mainly two groups: The residents who come from İzmir and those who live here for a life purpose such as for their job or education. As a conclusion, the results show varying levels of consciousness of the residents on unique features of the city that will contribute to the sustainable development and branding of the city of İzmir both for a living place and as a destination.

In between culture: identity, space and place - when Instagrammers meet Bedouin in Petra, Jordan

Svenja Renner (M. A., International Office Jade UoAS, Germany)

When travelling with open eyes and an open mind you often can be an observant of different worlds: existing next to each other, merging into each other and sometimes clashing. On a recent journey to Petra, I witnessed the impact of Instagram tourism on the local Bedul Bedouin community. Originally living in and around Petra, the Bedul were resettled during the process of establishing Petra as a UNESCO world heritage site. Nevertheless, there are signs of the tribe to reclaim the space they have initially inhabited by engaging with tourists. Predominantly young men, wearing turbans and eye make-up, are participating and are acting within the "Insta-world". They benefit from the current selfie-culture reinforced by social media applications such as Instagram by showing tourists the most "instagrammable" spots. Furthermore, due to their appearance and behavior these young men also actively become a photo motif supporting the hunt for the perfect photograph or selfie of those who visit. By experiencing, observing and interacting with the Bedouin of the Bedul tribe in Petra, Wadi Musa and Uum Sayhoun three topics emerged: 1. the practice how Bedouins use Instagram tourism in Petra, 2. the role of place and space referring to Instagrammers and Bedouins and their relationship as well as 3. how the Bedouins' identity may be influenced by becoming a photo motif. This paper shows how the Bedul handle Instagram tourism, reflects their relationship to space and place when engaging with Instagrammers and explores the impact of Instagram tourism on their Bedouin identity.

Revitalization as a tool to stimulate tourism and economic growth - the experience of Łódź

Anetta Kuna-Marszalek and **Jakub Marszalek** (Associate Professor, University of Lodz, Poland)

Łódź, the third largest city in Poland, experienced many difficulties related to the political transformation. Historically determined strong concentration of light industry production in the face of the collapse of sales markets in Russia caused the bankruptcy of many enterprises, a sharp rise in unemployment and the ruin of many historically valuable areas of the city. The consequence of this was the economic stagnation of Lodz during the period of dynamic development of Poland, which then joined the European Union. The strategy of exiting the slump was to revive degraded areas by giving them new features and functions. Old factories have been transformed into apartments and shopping centers. The streets were renovated in the very center of the city. Cultural offer has been improved. As a result, Łódź visited tourists that wanted to spend weekend in a new, fashionable place. However, the problem was the housing structure of the city center. Destroyed tenement houses, inhabited by people with the lowest income, often affected by social difficulties, discouraged investors from the hotel industry and limited the development of tourism. The city adopted the strategy of revitalization for the entire center and took on the burden of its financing. However, social problems related to the change in the structure of residents soon emerged. Revitalization could not be based only on renovation of buildings. Disregarding the social sphere threatened to create a specific ghetto of people with a difficult financial situation and / or a deserted center deprived of residents. This would result in a potential loss of the city's social integrity. Revitalization activities were therefore extended to the social and cultural layer. The dynamic growth of hotel industry investments and the systematically growing number of tourists allow us to assume that this process is duly implemented, although it still requires many years of existence. The proposed presentation aims to present Łódź's revitalization as an example of a successful transformation of the city. In addition to the case study, the economic aspects of this process will also be presented.

3. Sustainability and tourism: Questioning, researching and identifying and measuring sustainability issues and impacts

Sharing Economy and Sustainability- Challenge of a sustainable concept in the travel industry

Anke Fritsch (B. A. Candidate, Jade UoAS, Germany)

With the rise of companies like Airbnb and Uber in the last decade, we saw a change in economic activities making travel more affordable and accessible. At the same time, sustainability is becoming an important topic in politics, our everyday life and the tourism sector. As the time to react and to reduce the human effects on nature and planet is declining, it is important to find ways to integrate sustainability in the way of travel. The sharing economy claims to be a sustainable alternative by using less resources while connecting people from all over the world. However, the question arises, if there are any impacts of the sharing economy in terms of sustainability in the travel industry. Nevertheless, identifying how sustainable the sharing economy is, is connected with many challenges and the difficulty of

measuring sustainability. Furthermore, the lack of profound intern information represented another complication by measuring it. Instead of applying known evaluation methods like the sustainability balanced scorecard I worked out measuring criteria based on standardised norms like the DIN ISO 26000. My findings show, that the sharing economy cannot stick to its promises. The big players just use the term to increase their profits and there are very few and less known companies that try to really implement a sustainable concept. Likewise, there are much more factors that determine a sustainable sharing economy as the consumer is much more involved in the economic activities than in other economic fields. Therefore, society as a whole has a responsibility in using and offering services and goods which are relevant to create sustainable travel content on the sharing platforms.

Cruising with a Conscience: Methodological considerations to researching sustainability discourse in the online cruise community

Judith Römhild-Raviart (MBA, Jade2Pro Research Fellow and PhD Candidate, Jade UoAS/University of Brighton, Germany/UK)

Sustainable consumption is finding its way into the mainstream. However, what is considered 'sustainable' and what it means to consume 'sustainably' is connected to individual and group perceptions as well as product contexts. Sustainable consumption practices are far from straightforward as they often involve complex considerations about societal and environmental impacts. For example, the growth of the cruise industry has prompted concern about the unequal distribution of economic benefits, environmental pollution, and unfair working conditions. However, little is known about how or whether cruise tourists consider their personal responsibility to mitigate the negative impacts and maximise the positive aspects of their holiday. As tourists increasingly engage in conversations about their holiday experiences on the Internet, online communities offer valuable insights into how cruise tourists negotiate the complexities of being a 'responsible' tourist. However, many of the existing online cruise communities serve a commercial purpose, which may limit their members to engage freely in critical discourse about the sustainability of their holiday. This study seeks therefore an alternative approach to data collection by setting up a cruise blog (cruisingwithaconscience.org) that aims to engage with its community. This approach moves away from the tradition of relying on data collected from existing sites. This paper outlines how blogging can be used as part of the research process and highlights some of the practical, theoretical and methodological issues that arise from this. Some of the key ethical considerations of the method are also discussed. These findings build the methodological foundation of a PhD, which seeks to understand how cruise tourists reflect on and negotiate the sustainability of their cruise holiday using social media.

Natural Hazards and Tourism

Dr. Tigran Sargsyan (Prof. Yerevan State University, Yerevan, Armenia)

Along with cultural heritage and diversity, natural environment is considered to be an essential factor of tourism development. The group of nature-based activities (ecotourism, extreme and adventures, safari, etc.) has a significant importance in nowadays tourist industry. On the other hand, natural environment is a "birthplace" of a number of risky factors affecting tourism development directly. The

majority of them are unpredictable, causing additional challenges towards ensuring the concept of safe tourism. However, the unified comprehensive classification of aforementioned factors is still a subject for discussions due to variety of separate approaches. We suggest the most common structure of natural environment (atmosphrere, biosphere, hydrosphere, litosphere) as a classification basis. Accordingly, here we show that the following 4 generalized groups of tourism-affecting hazardous factors can be identified: *biological and bacteriological* (related to wild fauna and flora species, as well as spread of infectious diseases), *geological* (landslides, mudflows, volcanic eruptions, earthquakes and stonefalls: especially, in mountainous areas), *hydrological or "water-related"* (sea and ocean storms, tsunami, tides, river floods), *climatic* (heavy precipitation, extremely high or low temperatures, lightning, snowslips, stormy winds, high value of solar radiation in mountains). Our results allow summarizing the ways of dealing with aforementioned factors as well. For example, working out and practicing of differentiated safety regulations and guidelines according to certain destinations and groups of hazardous situations. Therefore, we expect our paper to be a relevant starting point for comprehensive and multi-pillar discussions regarding to natural touristic risks and mitigation scenario minimizing the possible negative impacts and consequences.

CAMPUS MAP

GEBÄUDE
C   Container (Gründerbox)
H   Hauptgebäude
L   Labortrakt
M   Maschinenhalle
O   Ostgebäude
S   Südgebäude
T   Trafohaus
V   Verwaltungstrakt
W   Westgebäude
WH Wertstoffhof
ITC Container RZ

EINRICHTUNGEN
1   Dekanat Ingenieurwissenschaften
2   Dekanat MIT
3   Studentische Angelegenheiten
4   Senatssaal/Hochschulleitung
5   Aula
6   Zentrale Studienberatung
7   Bibliothek
8   International Office
9   Technologietransfer
10 Dekanat Wirtschaft
11 AStA
12 Mensa
13 Hochschulrechenzentrum /EG
14 KiTa Campus
15 Beachvolleyballfeld

Gebäudeleitplan
Jade Hochschule
Studienort Wilhelmshaven

Hochschulgelände/Campus
Fahrradstand
Fahrradstand, überdacht
Aufzug
Parkplatz
Barrierefreier Parkplatz
Zufahrt
WC Barrierefreie
WC Barrierefrei mit Euroschlüssel
Haupt- oder Nebeneingang
Barrierefreier Zugang
Bushaltestelle (Linie 3, 4)