3rd International Research Symposium

Tourism Hospitality & Events

Impact, Innovation, Interdisciplinarity

Symposium Proceedings

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The Organisers

The University of Sunderland is a global institution. It offers life-changing opportunities to thousands of students across the world, in its partner colleges and in its four main sites (two in Sunderland, London, and Hong Kong).

It is research active, with ten areas of 'world leading' research (Pharmacy, Engineering, Business, Education, Social Work, Sports and Exercise Sciences, Leisure and Tourism, English, History, Art and Design, and Media). The research activity of the University provides a research informed curriculum, enhancing the academic standing of the institution as a seat of higher learning and scholarship, undertaking research which both enhances the learning experience of its students, and delivers impact. Its research is stitched into the fabric of the institution. For decades researchers at the University have challenged themselves to improve society across all its facets – from the early days of pharmacy to support for heavy industry at its height to today's new sciences and advanced technologies.

The research centre (CERTE) was established in 2017, and has already engaged in numerous activities and projects. The name CERTE stands for Centre for Research in Tourism Excellence.

CERTE is at the heart of the Department for Tourism Hospitality and Events (T.H.E.) of the University of Sunderland, and operates as the beacon for knowledge generation through research implementation. It is dedicated to employ both, applied and academic research in tourism hospitality and events. It aims to impact on the generation of knowledge as well as its application in the industry. Moreover, it operates as a platform for research led teaching and provision of better education and knowledge dissemination.

Research in T.H.E. Department is underpinned by a critical, interdisciplinary approach that mirrors the dynamic nature of tourism, hospitality and events in contemporary societies. CERTE's vision is to position the University of Sunderland as a leading centre for research in T.H.E. Therefore, it is committed to undertake world leading research that underpins the curriculum and delivers impact to the wider community. The pillars of CERTE's research engagement are: (i) tourism, (ii) hospitality, and (iii) events. Its research connects these pillars of the service industry, and formulates knowledge under a multidisciplinary perspective.

Keynote Speakers

Anna Pollock is the founder of Conscious Travel which is a social enterprise created to serve three key communities – suppliers of travel and hospitality related services; local residents and travellers – which it does through education, consulting, and coaching services. Anna's career as a researcher, strategist and catalyst for change in the international tourism and hospitality sector is extensive and she is passionate about the capacity of the sector to generate well-being, wealth and welfare for people and places but only if it is managed properly, "with respect for the interdependence and connectedness of all life and in harmony with the laws of nature." Anna has been recognised in the industry as a visionary and is an acclaimed keynote speaker for a number of international organisations such as UNWTO and PATA as well as numerous regional and sector associations. Anna also has a host of significant achievements including:

- The creation of Canada's first word processing service bureau; and first education and training strategy for the tourism industry;
- Co-founder and co-developer of the UK's first internet-based digital destination management system rated as the best of its kind;
- Advisor to the European Union on its 5th Framework for the application of information technology; and
- Founder of the Icarus Foundation for the purpose of educating the Canadian industry about climate change.

Richard Sharpley is Professor of Tourism and Development at the University of Central Lancashire, Preston, UK. He has previously held positions at a number of other institutions, including the University of Northumbria (Reader in Tourism) and the University of Lincoln, where he was Professor of Tourism and Head of Department, Tourism and Recreation Management. He is co-editor of the journal Tourism Planning & Development, and a member of the editorial boards of a number of other tourism journals. His principal research interests fall under the broad areas of tourism, development and sustainability and the sociology of tourism; his books include *Tourism and Development: Concepts and Issues* (2002; 2015, with David Telfer); *Tourism and Development in the Developing World* (2008, 2016, with David Telfer); *The Darker Side of Travel; The Theory and Practice of Dark Tourism* (2009, with Philip Stone); *Tourism, Development and Environment: Beyond Sustainability* (2009); and *Mass Tourism in a Small World* (2017, with David Harrison). His most recent book is *Tourism, Tourists and Society, 5th Edition* (2018).

Chairs of the Organising Committee

Alyssa Eve Brown is Lecturer in Tourism and Events, and the Event Coordinator for the Centre for Research in Tourism Excellence (CERTE) at the University of Sunderland, United Kingdom. She holds a doctorate (PhD) in events and experience. Her research interests include event experience, understanding consumer behaviour, alternative and niche events, service quality and social media. She started her career in tourism, hospitality and events in 2007 and has experience managing events nationally and internationally for local charities and community organisations, the NHS and private organisations including the M.I.C.E sector.

Alyssa started her academic career at the University of Central Lancashire and joined the University of Sunderland in 2014. She is a Fellow of the Higher Education Academy and holds a Post Graduate Certificate in Business and Management Research Methods and a Post Graduate Certificate in Teaching and Learning in Higher Education. She is currently the Programme Leader for BA (Hons) Event Management.

Nikolaos (Nicholas) Pappas is Reader in Tourism Hospitality and Events at the University of Sunderland, and the Director of CERTE (Centre for Research in Tourism Excellence). He started his career in tourism and hospitality industry in 1990, and for 10 years (2001-2010) he was also engaged in enterprising consultancy. Since 2001 he is a higher education academic with experience in several institutions in Greece (Technological Education Institute of Crete; Hellenic Open University; Higher School of Public Administration) and U.K. (Derby; Northampton; Leeds Beckett; UWL).

Dealing with research, he participates in nationally and internationally funded research projects since 1998. He has numerous publications in international scientific refereed journals and conferences and he is a reviewer in the academic journals of Annals of Tourism Research, Current Issues in Tourism, Journal of Sustainable Tourism, International Journal of Contemporary Hospitality Management, Leisure Studies, Service Industries Journal, and Tourism Management, and book reviewer in Pearson Education.

Chair of the Scientific Committee

Donna Chambers is Professor of Tourism and Chair of the Faculty of Business, Law and Tourism Research Institute. Her research focuses on how people and places are represented in and through tourism. She has published extensively, and delivered conference presentations and keynotes in tourism related areas. She serves as a Resource Editor for top rated tourism journal 'Annals of Tourism Research' and is a member of the Editorial Board for 'Leisure Studies' journal. Donna is a reviewer for numerous other high quality tourism journals including 'Tourism Management'.

She is also an external member of the Central University Research Ethics Committee of the University of Oxford. Donna has been working in tourism for over 20 years and since obtaining her PhD in 2003 has lectured at Edinburgh Napier University, University of Surrey and joined the University of Sunderland in October 2013. She has also been a visiting lecturer, an External Examiner, and an external member of programme validation panels at several universities in the UK and overseas. She is a Fellow of the Higher Education Academy, the Royal Geographical Society (with IBG) and a member of the British Academy of Management (BAM).

Supporting Journals

e-Review of Tourism Research (eRTR) is a web-based, bimonthly international research network for tourism professionals. It provides timely research reports and scheduled e-mails notifying subscribers of research highlights. The journal aims to be a world class clearinghouse of applied tourism research for travel and tourism professionals. Therefore, its vision is to be the leading outlet for disseminating and sharing new tourism information, research highlights, technologies, and methods for professionals throughout the world.

TOURISMOS is an international, multi-disciplinary, refereed (peer-reviewed) journal aiming to promote and enhance research in all fields of tourism, including travel, hospitality and leisure. The journal is published twice per year (in Spring and in Autumn) by the Interdepartmental Program of Postgraduate Studies in Tourism Planning, Policy & Management of the University of the Aegean, Greece.

The *International Journal of Tourism Cities* provides an international forum for the critical study of urban tourism and tourism cities. The journal aims to be inter-disciplinary in its appreciation of tourism cities and tourism in urban areas, and welcomes original, theoretically-informed articles from those involved in the planning, management or marketing of tourism in city destination or places adjoining urban areas.
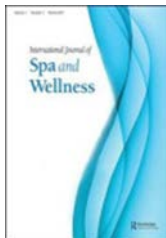
The *International Journal of Spa and Wellness* is the first, peer-reviewed research journal for Spa and Wellness. The journal publishes high quality international, multi-disciplinary research. It also serves as a platform for international practitioners in the fields of spa, health and wellness to showcase industry best practice. All manuscripts published in the journal are peer reviewed by accomplished experts in the topical area. Being a multi-disciplinary journal, its readership is diverse encompassing academics, practitioners and policy makers.

Programme

08:30	Registration Opens (Prospect Building)	
	Prospect Building: Room 007	**Prospect Building: Room 009**
09:00-09:10	Welcome	
09:10-10:30	Session with Keynote Speakers	
10:30-10:50	Coffee Break	
10:50-12:10	1st Paper Presentation Session	
	Chairing: Stephanie Preston	*SKYPE Session - Chairing: Serkan Uzunogullari*
	Tom Mordue & Sharon Wilson Course Fishing as Performativities of Urban Leisure, Environmentalism and Animal Welfare	*Ella Gonzales* Impacts of Service Quality to Customer Satisfaction in the Case of Nueva Vizcaya, Philippines Fast Food
	Jakia Rajoana, Gunjan Saxena & Dirisa Mulindwa Women-Led Micro Enterprises and their Contribution to Sustainable Rural Tourism Development in the Sundarbans area of Bangladesh	*A.K.Anupama Damunupola* Impact of Glass Ceiling on Female Career Advancement: Special Reference to Hotel Industry in Colombo-Sri Lanka
	Hongwei Jiang A Study of China's Airline Brand Equity	*Christina Karadimitriou* Virtual and Augmented Reality for Hotel Touring and Sales Increase
12:10-12:20	Break	
12:20-13:40	2nd Paper Presentation Session	
	Chairing: Pavlos Arvanitis	*SKYPE Session - Chairing: Nicole Mitsche*
	Fotios Vasileiou Learning-Outside-the-Classroom in UK Events: Optional Luxury, Educational Need, or Just the Only Available Sustainable Professional Reality for an Awesome Future?	*Hugues Seraphin, Rami Mhanna & Rita Carballo Fuentes* Resort Mini-clubs as Agents of Innovation, Creativity, Change and Sustainability in the Tourism, Hospitality and Events Sectors
	Guiseppe Cantafio Micro-wineries as Drivers for Local Economic Development and Innovation in Lagging Areas: The Case of Southern Mediterranean Regions	*James Malitoni Chilembwe, J. John Lennon & John Harris* Can Travellers Influence the Implementation of Corporate Social Responsibility (CSR) in the Travel Destination Choice? Evidence from Malawi
	Karen Thal, Stacey Smith & Babu George Wellness Tourism Competencies for Curriculum Development: A Delphi Study	*Theoharis Gkougkoulitsas & Maria Manou* Marketing Strategic Plan for Agia Nappa Cyprus
13:40-14:30	Lunch Buffet Break	

14:30-15:50	3rd Paper Presentation Session	
	Chairing: Bharti Gupta	*SKYPE Session (1st Pres.)- Chairing: James Johnson*
	Krystali Palaiologou The Development of "Dark Tourism": the Case of Thessaloniki, Spinalonga and Chania in Greece.	*Rebecca Finkel & Kate Dashper* Doing Gender' in Critical Event Studies: A Dual Agenda for Research
	Mark Burnett, Tony Johnston & Eoin Langan The Implications of Brexit for the Irish Hospitality and Tourism Industry: Sectoral Preparedness for an Anticipated Economic Shock	*Amarachukwu Ukachukwu & Roya Rahimi* Diversity Management in Nigerian Hotel Industry: Role of Culture and Religion
	Natalia Kalokyri Island Tourism and Locals' Perceptions for peer-to-per Accommodation	*Rachel Makin & Nicole Mitsche* Exploring the Use of Augmented Reality Technology at Cultural Heritage Sites
15:50-16:10	Coffee Break	
16:10-17:30	4th Paper Presentation Session	
	Chairing: Ian Morton	*Chairing: Alyssa Eve Brown*
	Bharti Gupta Creative Tourism vis-à-vis Tribal Tourism as a Tool for Sustainable Tourism	*Martin Lomicky & Pavlos Arvanitis* Check-in preferences of passengers flying from a regional UK airport
	Claudia Melis Exploring Performative and Pre-discursive Dimensions of ICH heritage. A Deleuzian account	*Maria Spanaki & Ben Durmishllari* Technology and Tourism- The Case of the Online Hotel Booking: How Satisfied do the Guests Feel From the Online Reservations' Platforms?
	Verónica Bloise Happiness Tourism	
17:30-17:50	Closing session	

Delegates are invited to participate in drinks/food after the symposium at the 'Poetic Licence' bar. Please note that the cost of this is not included in the symposium fees.

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Presentation Abstracts

In order of the Symposium Programme

Tom Mordue and Sharon Wilson

Course Fishing as Performativities of Urban Leisure, Environmentalism and Animal Welfare

In this paper, we explore British course angling as a recreational urban activity. More usually associated with the rural, coarse angling frequently happens in ponds, lakes canals and rivers all over urban Britain. In this paper we are particularly interested in how, and in which ways, society, as represented by anglers, convenes with nature in the spaces of coarse angling – that is, the watery world of fish and the airy world of the angler. We are also interested in how the boundaries between watery and airy spaces are punctured and interpolated by the angler as s/he pursues his/her quarry, and how that interaction brings into being a particular angling environmentalism in an urban setting. To explore these issues in an everyday context, we take a case study approach in which fieldwork conducted at a pond in a municipal park in Newcastle upon Tyne, North East England, over the period of a year. The fieldwork conducted by the second author: a female researcher who is vegetarian and angling novice, and who always thought of angling as a rather pointless and cruel activity, but who was prepared to enter this alien, male dominated world, with an open and curious mind.

The study reveals, anglers' self-awareness of the sporting/cruelty issues involved in angling and the practices engaged in to resolve or mitigate contradictions between their care for the fish and the local park and wider environment they care deeply for and their desire to forcefully pull fish from their watery worlds onto the bankside, only to return them to where they came. In light of these simultaneously banal and profoundly telling practices, we consider the moral codifications of the sport, calling for a re-examination of its ethics and procedures which arguably transgresses the dualisms of society/nature and virtue/vice.

Keywords: angling, embodiment, animal rights, environmentalism, public health.

Jakia Rajoana, Gunjan Saxena and Dirisa Mulindwa

Women-Led Micro Enterprises and their Contribution to Sustainable Rural Tourism Development in the Sundarbans area of Bangladesh

Women entrepreneurship development is an important issue for Asian developing countries that are seeking economic development. Yet, in many South Asian countries including Bangladesh women involved in the business are still low (Tambunan, 2009). In Bangladesh, several enterprises are led by women on an informal basis and their contributions are not recognized in the economy (Tambunan, 2009). Thus, the key aim of this study is to identify how forest-based natural resources offer women opportunities to be self-employed and eco-friendly successful entrepreneurs. It is important to mention that women in the Sundarbans area are using their creative ingenuity to sustain their firms but, in a few cases, contribute to the economic and social well-being of other women as well by offering them employment opportunities. Further, the author argued that these women leading enterprises are also suffering from lack of information, marketing opportunities, regulatory and social supports (ADB, 2001b). Given this context, the focus of this work is on how women's entrepreneurial marketing (EM) strategies in the Sundarbans area can provide new insights into their resilience and their ability to thrive in remote, rural communities that lack basic amenities. Furthermore, despite the significance of the need to pay attention to women related issues in sustainable rural tourism (SRT), research remains rather scant. For instance, there is very little research that illustrates the role of women in tourism in the Sundarbans area and its potential to act as a tool for empowering them. To fully comprehend women's' business acumen accurately, this research applies entrepreneurial marketing theory and considers it along with the research on sustainable rural tourism.

Overall, this study is guided by social constructivist philosophical assumption, where it helps this research to understand the specific social characters (women) and social structure (Sundarbans area) including economic, political and cultural attributes (Marvesti, 2004). Thus, the key emphasis of the methodology guiding this study is on subjective and mutual construction of reality (Guba and Lincoln, 2004 and Williamson, 2006). Furthermore, qualitative research design and visual ethnographic approach have been applied as a key methodological foundation, where the main aim of visual ethnography is to represent the life experienced visually. In addition, to select participants, purposeful snowball sampling technique was used and in selecting participants based on their age, gender, marital status, employment status and special focus was on the tiger widows, widows, and divorced women because those women are the most vulnerable group but have huge contributions to that region.

Finally, this study observed that women are the primary users of the Sundarbans resources and undertaking various kind of businesses such as farming, food production, handicrafts, and tourism businesses. Many of the women entrepreneurs also explained that their enterprises are promoting local authentic products to the tourist and contributing to tourism development in their area. Thus empirically, this research fills a significant gap by focusing on rural areas and considerably under-researched Sundarbans region.

Key Words: *Women, Micro-enterprises, Entrepreneurial Marketing, Sustainable Rural Tourism, Sundarbans*

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Hongwei Jiang and Chaogyang Dong

A Study of China's Airline Brand Equity

This research proposes to explore customer-based brand equity based on a survey conducted at China Eastern airlines (CEA) in China. Brand equity can be defined as a set of assets and liabilities linked to a brand (Aaker, 1991). A well-known brand can make its products appear more outstanding, and this additional value, which is not derived from the products themselves, is referred to as brand equity (Keller, 2003). To be more specific, this additional value is imparted by the brand name and logo. If the brand name or logo changes, their associated assets would be greatly affected, even entirely annihilated, despite there being no changes to the products themselves. Hence, brand equity plays an important role in the subject of brand management.

Brand management, also referred to as branding, aims to enhance brand value and capture market share for a certain category of products. Successful branding can benefit both firms and customers. Firstly, a brand, especially one that conjures pronounced brand associations, combines products with critical information which can help customers become aware of the potential products sold and serve as a reference in their purchase decision (Aaker, 1991). Secondly, using premium branding provides extra satisfaction. Customers can sometimes gain perceptions of better consumer experiences despite there being no changes to the actual quality of the product. Furthermore, positive brand equity brings firms forward earning power and long-term cash flow, stock prices, sustainable competitive advantages, leading to market success (Yoo and Donthu, 2000).

In previous studies, scholars proposed theories regarding customer-based brand equity and methodology for measuring it. A number of experiments have been completed, however few of them focus on airlines; not to mention even fewer have focused on the Chinese domestic market. Since variations in brand equity may exist between different industries of different markets, it is essential to conduct research on the airline industry in the Chinese domestic market separately, rather than over-generalising from results of studies on other industries. Hence, this study explores Chinese airline brands in the Chinese market to collect and analyse customers' experiences.

The largest three Chinese airlines, namely, Air China, China Eastern Airlines and China Southern Airlines have dominated the China market for many years, becoming each other's strongest competitors. Since the largest of the three, China Southern Airlines, has lost some shares in the passenger transportation market, which decreased from 32 per cent in 2005 to 25 per cent in 2015 (Yang, 2016), now levelling with those of China Eastern Airlines and Air China, which are 22 per cent and 21 per cent respectively (Yang, 2016), competition between the three giants have since intensified. For China Eastern Airlines, brand equity is intimately connected to its business behaviour, which might contribute to their rise in the Airline Brands Ranking as evaluated by Brand Finance (2017) from 20th in 2010 to 7th in 2017.

The objectives of this research are:

- to explore the differences between brand equity for people of different demographic groups and those who of differing flying habits

- to test the relationship between overall brand equity and its dimensions

- to examine whether external factors (brand authenticity, price fairness) have positive effects on brand equity

ANOVA and linear regression are used to test hypothesises developed under the inspiration of prior studies and current market conditions. This research contributes to investigate the brand equity of Chinese airlines in domestic market that prior studies rarely involved. The results show that people with different demographics and flight experiences differ significantly in terms of evaluating brand equity. Brand image, brand authenticity, brand loyalty and perceived quality associate strongly with brand equity of airlines.

Keywords: Brand equity, Branding, Brand equity dimensions, Chinese airlines

Ella Gonzales

Impacts of Service Quality on Customer Satisfaction in the case of Nueva Vizcaya, Philippines Fast Food Service Industry: A Gender Comparison

The growing demand for convenience led the rapid expansion of the fast food service industry in Nueva Vizcaya, Philippines. Increased competition within the service industry, raised fast food restaurant managers' growing concern on the relationship between service quality and customer satisfaction. In addition, food professionals have agreed on the need to differentiate to keep business coming in. Various research has proven that the analysis of gender differences appears to be meaningful because gender may influence the diners' perception of restaurant service quality. Even though research has been done on the existing service quality management measurements for fast food restaurants such as DINESERV and CFFSERV, none provided a differentiation between male and female customers perception of service quality and customer satisfaction in the fast food service industry in Nueva Vizcaya, Philippines. The purpose of this paper was to examine (1) the relationship between quality perceptions and satisfaction and (2) the role of gender in predicting service quality perceptions in fast food restaurants. The findings of this study were based on the empirical analysis of a sample of 384 respondents. Thirty seven percent of the respondents (n = 141) were males while sixty three percent of the respondents were females (n = 243). Factor analysis showed that there are four dominant service quality dimensions, namely, Reliability / Responsiveness, Assurance / Empathy, Food Quality, and Cleanliness. Discriminant analysis revealed that there is no service quality dimension that differentiates male and female customers. Regression models were derived to predict customer satisfaction with the use of service quality dimensions for both genders. The results of this study will guide fast food restaurant service providers in improving the levels of service quality dimensions considered important by male and female customers.

Keywords: service quality, customer satisfaction, gender comparison, fast food industry

A.K. Anupama Damunupola

Impact of Glass Ceiling on Female Career Advancement (Special Reference to Hotel Industry in Colombo-Sri Lanka)

Previous studies reveal there is a high level of inequality in levels of gender diversity at top management positions despite the global increase of female workforce participation. Women by far are the minority in top leadership positions within the private and public sectors (HVS, 2014). Moreover, research such as the Catalyst report (2013) found that twenty of the fortune 500 chief executive officers are women, and in the year 2011, women occupied only 14% of c-level positions at these companies and the thirteen hospitality related companies on the Fortune 500 list and gloomily no woman has held a CEO title in 2012 (HVS, 2014). Even in the Sri Lankan context it has been revealed that in recent years' women and gender issues have become a major area of concern (Bombuwela & De Alwis 2013). As per the Sri Lanka Department of Census and Statistics, Ministry of Finance and Planning Report (2014), women represent more than half of the Sri Lankan population, but the labour force participation rate is comparatively less than the men. Further, their employment as managers, senior officials and legislators was less than the male employees (Sri Lanka Department of Census and Statistics 2013).

Considering the above background this study attempts to examine the impacts of the Glass Ceiling on female career advancement while focusing on the hotel industry in Sri Lanka. Further, the study attempts to accomplish the following three main research objectives. Firstly, it is expected to identify the type of relationship between Glass Ceiling and female career advancement in the context of the Sri Lankan hotel industry. Secondly, to determine the factors which adversely affect female career advancement among the female executive employees working in the hotel industry in Sri Lanka.

In order to fulfil the aforementioned key objectives of the study, a quantitative research framework was applied and Snow Ball Sampling was used as it works like chain referral system while assisting the researcher to identify people with a similar trait of interest. A total of 120 questionnaires were distributed among Junior Executives or above Executive category female employees, working in three to five-star hotels in Colombo district. The selection of the hotels was based on the Sri Lanka Tourism Development Authority Accommodation Classification Guide Book criteria and there was a total of 16 three to five Star category hotels in the Colombo district. However, out of 120 questionnaires only 104 were considered for data analysis as others were incomplete.

The statistical technique called Partial Least Squared (PLS) was employed to analyse the collected survey data and SPSS 21 version and SmartPLS were used on this regard. Findings of the study indicate that there is a strong negative (-0.552) relationship between Glass Ceiling and female career advancement in the hotel industry in Sri Lanka. Further, it was identified that organizational barriers are the most negatively (-0.566) affecting factor for female career advancement. Moreover, it was observed that both personal barriers and government barriers have the least impacts on female career advancement, which reported as (-0.416) and (-0.295) respectively.

According to the empirical findings of the study, it is strongly recommended that organisations develop mechanisms to address gender imbalances and promote fair discrimination and equality at all times in terms of hiring, training, pay, promotion and human resource management related activities. Further, ensuring family-friendly work policies and the government involvement in updating antidiscrimination regulations are some of the key aspects which support to prevent glass ceiling issues from the organizational environment while providing appropriate setting for talented females to advance their career towards senior managerial positions. The results of this study would be beneficial for hospitality industry stakeholders, academics and the policy makers in order to have a better understanding and to solve glass ceiling and related issues and to ensure diversified workforce to achieve organizational success.

Keywords: Glass Ceiling, Hotel Industry, Female Career Advancement, Career Aspirations

Christina Karadimitriou

Virtual and augmented reality for hotel touring and sales increase

The concept of space in tourism and hospitality is under continuous development and evolvement, due to the advent of new technologies. The commercialization of the online virtual environments enabled marketers to inspire and engage tourists and hotel customers as active participants via virtual reality (VR, hereafter) applications, where they can experience products, services, and destinations from the comfort of their homes (Bogicevic et al., 2019). Concerning tourism and hospitality, virtual and augmented reality has been suggested as a tool to elevate experiences (Barnes, 2016), increase the accessibility in tourism and hospitality, and contribute to the conservation of heritage (Guttentag, 2010).

The aspect of tourist space and its consequent interaction has been altered by phygital (physical and digital) appearances and changing travel behaviour. While interaction with the touristic space in the past years was solely focused on a physical dimension, virtual information now enriches all stages of the customer journey (Neuburger et al., 2018). In terms of hotel industry, virtual and augmented reality can be used in terms of providing the customers information and images (virtual reality) in terms of hotel facilities (i.e.: rooms; restaurants; pools; gardens), as well as providing information to existing customers through pick-points (augmented) for further ad-hoc explanation of amendments, guidelines and activities (where to eat what; emergency exits; historical development of facilities [history; renovations]; games for children).

The presentation of this abstract focuses on the use and development of virtual and augmented reality with reference to the hotel sector. It provides a presentation, explanation and assessment of specific applications through the use of virtual and augmented reality in order to enhance customer understanding, increase experience and satisfaction, and strengthen the competitiveness of hotels. It further assesses the future challenges and opportunities of virtual and augmented reality in tourism and hospitality.

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Fotios Vasileiou

Learning-Outside-the-Classroom in UK Events: Optional Luxury, Educational Need, or Just the Only Available Sustainable Professional Reality for an Awesome Future?

Emotional Geographies support the better understanding of the impact of topography in students' psychology and learning. Recently an increased interest on Learning-Outside the Classroom occurs, when Event and Tourism Studies proved to be in a need for more fieldwork learning.

Almost two years ago, the institution of Natural England, published an article with the intriguing title: "Are we at the turning point for outdoor learning?" (Burt, 2016). During the last few years an interest is growing on Learning Outside the Classroom. A number of UK institutions published relevant research to acknowledge the educational/ professional/ social benefits and impact of this learning approach against the conservative perception of "four walls classroom". University of Chichester (Reavey, 2017) delivered a module where students team-worked with their emotions in Forests, when Glasgow Caledonian organised observational fieldtrips to increase critical reflexivity in deprived urban neighbourhoods (McKendrick, 2017). Awesome method (Vasileiou, 2016: 2017: 2018; Healey, 2107) revealed that "personal reflections show an emotional connection with particular fields … relating learning process with feelings … 'learning-by-shock', 'anticipatory learning' (Tschakert, 2012), with evidence of maximising creativity, team working, relation with nature and curiosity" (Vasileiou, 2018). Examples of Awesome on emotional geographies are visits in London Graveyard Memorial as presented in Aberdeen University (Vasileiou, 2018) and the Ice-Watch visit in Cannon street (December 2018). Barkley (2010) investigates previous efforts using the Venn diagram (Barkley, 2010: 6) and the stakeholder's engagement theory (Jeston & Nelis, 2008; Milosevic, 2016; Roberts, 2013; Eden & Ackerman, 1998; Nutt, 2002).

In these institutions are included the National Foundation for Educational Research (NFER), Centre for Informal Learning King's College London (Kendall, 2006), the Council for Learning-Outside the Classroom (2011), The Department for Education and Skills (DfES), the Natural England (2011). Researches reveal: "substantial evidence exists to indicate that fieldwork, properly conceived, adequately planned, well taught and effectively followed up, offers learners opportunities to develop their knowledge and skills in ways that add value to their everyday experiences in the classroom" (Rickinson, 2004). Students comment: "Actually being able to see it makes it much easier to understand", "I could do this all the time" and "My best bit? All of it!" (Sheerman, 2006). Researchers emphasise and underline "out-of-class learning is a method of learning that positions students in a context that motivates them to learn" (Sulaiman, 2011). The engagement/teaching method of Awesome/OSAM for Events Studies applies emotional geographies and maximises the learning-outside-the-classroom approach (Vasileiou, 2016: 2017: 2018: 2019). The Events Studies in Higher Education are considered as having one of the highest needs to educate students in the working field/venue/ environment.

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Giuseppe Cantafio and Luana Parisi

Micro-wineries as Drivers for Local Economic Development and Innovation in Lagging Areas: The Case of Southern Mediterranean Regions

For a long time mainstream economics has neglected the non-economic side related to economic growth. Yet, today there is increasing awareness of the role that social capital can play in spurring Local Economic Development especially in underdeveloped, remote, or lagging contexts.

A few studies have had the objective of analysing and perceiving micro wineries as pocket of specialisation and innovation, places in which creating and sharing knowledge accumulated through a millennial-long process of improvement of the product and resilience of the whole wine-related business.

The social capital is able to foster networks of relationships, allowing, consequently, the knowledge exchange and helping to boost innovation. It is mainly thanks to craft-based economic activities of small and medium-size, that the social capital thrives, since crafts and SMEs are entrusted with the long-term development of the local economy and are embedded into local societies. Micro-wineries represent a good example, being small realities serving especially the local markets, acting also as co-working spaces that strengthen local communities.

The European Mediterranean regions have commonly been connected with these sectors; nevertheless, only recently, wine and oenological tourism have been coupled with local development and economic regeneration strategies. This study aims at pushing the body of knowledge in the development of micro-wineries in the lagging-behind contexts of Southern Europe, particularly in Southern Italy. Micro-wineries can constitute the pockets of specialization where to innervate innovation through the Smart Specialization Strategies framework that helps creating new competitive advantages for enhancing the economic growth. In order to support the discussion, the San Diego wine cluster will be deepened as a case study, since its wine market recently boomed, challenging the historic worldwide producers and constituting an important slice of the local market.

This study aims at pushing the body of knowledge in the development of micro wineries in Southern Italy and, more in general, in Southern Europe and Mediterranean countries, with the goal to regenerate the existent wineries and transform them in actual places of knowledge sharing, where innovation can be applied to the agricultural sector. They can be seen also as places where tourists have the possibility to live a real experience, in contact with the real local culture of the place they visit.

Findings from the research will highlight the micro-wineries symbiosis with the territory and the society itself. Positive relations between them and the broad regional innovation strategy emerge as well, showing the snowball effect on the levels of social capital and Local Economic Development in lagging contexts. Useful lessons are drawn for encouraging policy makers and planners in undertaking actions towards strengthening the potential of micro- wineries and building networks among them.

Karen Thal, Stacey Smith and Babu George

Wellness Tourism Competencies for Curriculum Development: A Delphi Study

This study combined a focus on wellness tourism with curriculum development in higher education. Specifically, industry representatives were asked to identify competencies that would inform course design and better prepare tourism and hospitality graduates wishing to enter the wellness tourism arena. The Delphi technique was used to solicit expert, industry input. Three hospitality and tourism researchers served as principal investigators.

Key competencies for tourism and hospitality majors have been identified in prior studies (Scott, Puleo, & Crotts, 2008; Gursoy, Rahman, & Swanger, 2012). Personal values have further been identified as a major component within hospitality education (Gursoy & Swanger, 2005). While competencies and values have not previously been identified for this quickly growing niche sector, facets particular to the subsector have been recognized. Johnson and Redman (2008), for example, drew attention to the impact of spas on hallmarks of service excellence with a growing emphasis on empathy over efficiency. For wellness destinations, the service product itself may impact wellbeing suggesting a particular orientation among service providers may be necessary (Thal & Hudson, 2017).

Developed in the 1950s, the Delphi technique has been adapted for research in a diverse range of fields (Hsu & Sandford, 2007), including to support curriculum development (Sitlington & Coetzer, 2015), and to identify knowledge, skills, and abilities (KSAs) for hospitality and tourism majors in particular (Maybury & Swanger, 2011). In line with prior studies, potential participants with at least five year's industry experience were identified in the current study through professional contacts and an industry association. Participants were solicited and all rounds conducted via email. Twelve industry professionals including wellness travel agents, a wellness travel writer, a wellness magazine editor, a wellness tourism consulting firm, wellness retreat and resort directors, and a wellness hotel brand representative, completed all three rounds.

The study comprised three rounds with the first round commencing January 31, 2018 and the final round on May 20, 2018. In the first round, study participants generated lists and descriptions of desirable KSAs and values based on direct experience of the wellness tourism sector. Responses were compiled and themes identified by the three researcher independently. Themes were then aggregated, labeled and categorized. In round two, and in order to reach consensus, all identified KSAs and values were disseminated and study participants were asked to select only those labels relevant to their sector of the wellness tourism industry. Labels selected by at least two-thirds of study participants were disseminated again in Round three and study participants were asked to rank KSAs and values in order of importance.

The top five KSAs, combined in the interest of brevity, were ranked ordered as follows: (1) Detail orientation, (2) Written skills, (3) Adaptability, (4) Multi-tasking and (5) Customer service. The top five values identified by study participants were: (1) Personal well-being, (2) Compassion, (3) Holistic health, (4) Community and (5) Service to others. Results were compared to prior studies in which KSAs were identified for the hospitality and tourism industry overall and recommendations drafted.

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Hugues Seraphin, Rami Mhanna and Rita Carballo Fuentes

Resort Mini-clubs as Agents of Innovation, Creativity, Change and Sustainability in the Tourism, Hospitality and Events Sectors

Children are important customers for the tourism industry because similarly to their parents they are consumers and active decision-makers. They are important also because meeting their needs can increase loyalty and positive word-of-mouth. Children are sometimes considered even more important than the parents because their satisfaction impacts on the satisfaction of their parents and / or carers (Dowse, Powell & Weed, 2018; Lugosi, Robinson, Golubovskaya & Foley, 2016; Radic, 2017). As children are very important for the tourism industry as a whole, so should be their play. At the moment, at resort mini-clubs level, children' play is still a whimsical pastime (Lewis, 2017) used to entertain children when parents are involved in activities children can't be involved in.

Our purpose in this study is to show that when managed in an ambidextrous way, mini-clubs can have a sustainable positive impact at macro level (destination) instead of just at micro level (resort).

Within the paradigm of theory building and exploratory approach, this conceptual paper is going to be based on narrative literature review.

Results demonstrate that resort mini-clubs and therefore children and the way they are having fun can be turned into a competitive advantage for a resort and a destination if imbedded within the tourism ecosystem / market. This could be achieved by adopting an ambidextrous management of resort-mini clubs that can be achieved by associated among other things advertainment and edutainment. This strategy has revealed to be successful for Kidzania and Eataly. Effective marketing strategies do not need to be always costly. Our strategy should not cost any extra cost to the resort and will not only enhance customers experience but will also benefit the destination as a whole.

From an academic point of view, this paper covers a topic that has so far not been covered at all. Indeed, there is at the moment no article dealing with the management of mini-clubs. This paper is therefore definitely going to fill a gap in the area. The paper is also going to highlight the importance of ambidextrous management in tourism and more specifically in the area of innovation. From a practical pint of view, our findings might push resort mini-club managers, resort animation managers, resort managers and finally DMO managers to review not only the current purpose of resort mini-clubs but also their management.

Innovation does not need to be costly and / or be technology based to have positive and sustainable impacts. A shift of paradigm can sometimes be as effective as other approaches. This approach is particularly interesting for emerging destinations as very often they have a negative image and limited budget.

Keywords: Resort; mini-clubs; impacts; ambidexterity; innovation

James Malitoni Chilembwe, J. John Lennon and John Harris

Can Travellers Influence the Implementation of Corporate Social Responsibility (CSR) in the Travel Destination Choice? Evidence from Malawi

Despite the popularity of corporate social responsibility (CSR) studies, little has been investigated regarding the approach underlying travellers influence on firms CSR implementation. It is believed that a modern traveller nowadays has become a very civilised, educated and informative person. As such, when choosing a travel destination, travellers take into consideration several factors, for example; security, distance, weather condition, and expensiveness but also including CSR engagement. Moreover, due to the competitive offerings of destination products around the world, and within the travel and tourism ecosystem or inter-boundaries, travellers are beginning to browse online and checking destination's corporate social responsibilities undertaken by the firms, including tourists in general. Some travellers check and compare destination's sustainability activities in order to make an informed decision on next travel destination choice. The purpose of the study therefore was to understand how travellers can influence firms to engage in CSR activities through their destination choice when monitoring firms and tourists' CSR engagements as well as destination sustainability messages. This is a qualitative exploratory study. It used a simple random sampling approach and 27 in-depth interviews were conducted with the managers in four cities of Blantyre, Lilongwe, Mzuzu and Zomba in Malawi. Results show that corporate social responsibility messages included on the firms' website pages do influence people to do business with the firms. Further the findings show that travellers were happy to associate with firms that participate in the CSR activities as a result they influence the adoption and implementation of CSR engagements in some firms.

Keywords: CSR, destination choice, sustainability, tourism, travel industry, Malawi

Theoharis Gkougkoulitsas and Maria Manou

Marketing Strategic Plan for Agia Nappa Cyprus

Tourism marketing, aiming at consumer satisfaction and business profit (Christou, 2000; Bennett & Strydom, 2001), identifies and satisfies through planning - a key tool for guidance and coordination at a strategic or tactical level of decision making (Kotler & Keller, 2012;) - consumer desires (Dwyeretal., 2004) creating a sustainable competitive advantage for business in a complex environment. (Mc Donald, 1992). The Strategic Marketing Plan, based on targeted market segmentation and the proposed corporate value (Kotler & Keller, 2012), includes a thorough internal analysis, highlighting the strengths and competitors of the organization in order to develop sustainable actions, to enhance competitive advantage and maximize profitability (Middleton et al., 2009).

Correspondingly, the destination marketing is successful when local society - businesses are satisfied by the number of visitors and when investors meet their expectations (Kotleretal., 2002). The process is distinguished - based on Gilbert (1990) - in four phases i. agreement on national-regional-local objectives, ii. analysis, iii. campaigning, iv.control) and includes the stages of strategic analysis, selection and implementation (Christos, 2000) about the past, the present and the future (Christou, 2000; Middleton et al., 2009)as follows: 1. Mission statement. 2. S.W.O.T Analysis of competition, consumers, products (where are we - where do we want to go?). 3. Targeting - Alternative marketing strategies (How do you go there?). 4. Evaluation of alternatives - strategy selection (Which is the most suitable route?). 5. Regular marketing mix - strategy implementation (How do we ensure arrival at destination?).

Agia Napa, the city of Cyprus, is an international destination famous for the sun and sea, but due to the character of mass tourism, there have been phenomena such as seasonality, despite the natural (Cavo Greco) and cultural wealth (monastery of Panagia) and other investements (sports facilities, marina , golf courses) that can support forms of alternative tourism. The essay presents a five-year strategic marketing plan for Agia Napa, Cyprus, aiming at increasing tourist revenues and eliminate seasonality by re-setting the destination, re-evaluating target markets and successfully tackling competition, suggesting ways to absorb funds from the municipality of Agia Napa, for the benefit of businesses, professionals and local society.   The plan is structured as follows: - 1) Strategic analysis (Marketing effectiveness review, internal / external analysis, competition and consumer analysis).- 2) Strategic selection - direction (Targeting and Marketing Strategies).- 3) Market targeting (Segmentation).- 4) Strategic implementation - market placement (Proposals for the tourist product, pricing policy, distribution channels and communication mix).

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Krystali Palaiologou

The Development of "Dark Tourism": the Case of Thessaloniki, Spinalonga and Chania in Greece

The research purpose is to investigate areas that faced terrible events in the past however, are not developed yet or even known around the world. In general, Dark tourism exists on heritage sites with a debatable history and areas associated with death, suffering, disaster, and the macabre. According to Hartmann, (2013), exceptional attention is given to "dark tourism" and "thanatotourism" approaches as well as to an analysis of disharmony in the management of heritage sites. "Dark tourism" and the more complex, "thanatotourism" are terms often used when explaining the phenomenon of travelling to places of great trauma be they battlefields, crime, scenes, cemeteries, or in this instance, Holocaust sites. Dark tourism is both a field of scholarly inquiry and subset of tourism industry marketed to specific travelers' targeted as heritage, commemoration or even pilgrimage tours (Foley and Lennon, 1996). There is always repeated interest from tourists' side to travel to war and peace memorials and generally historic places. Based on Dark tourism theory the current research will examine as a Case study a non-developed dark tourism destination and will penetrate three specific dark sites. The importance of this research is to uncover the historic background of these three sites, their past and their present specifically in tourism sector. Case study in this research is Greece and the three sites investigated are, Thessaloniki which is second largest city of Greece that had to host more than 50,000 Jews during the second world war to the concentration camp. Moreover, Spinalonga the former Leper island in north-eastern Crete. Finally, the German war cemetery in Chania, which is one of the most important monuments of the World War II in Crete.

Greece is a popular holidays destination, based on Tradingeconomics.com, (2019) statistics, Greece has a massive number of tourist's arrivals annually, the arrivals in Greece rose by 29 percent year- on – year to 0.448 million in November 2018. Whilst, Greece has an increasing number of tourists' the main motives of visitation are about the culture, nature, blue seas, food and amusement; however, Greece has a huge historic background which is not well known enough, therefore, this research will focus on these non-developed sites. Finally, it is important to be created a new motive to attract a new target of tourists. As it is mentioned above, the research purpose is to delve into dark tourism and examine the development of dark tourism taking into consideration the Case studies. The research will be implemented according to the grounded theory.

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Mark Burnett, Tony Johnston and Eoin Langan

The Implications of Brexit for the Irish Hospitality and Tourism Industry: Sectoral Preparedness for an Anticipated Economic Shock

This paper will discuss how the phenomena of volatility, exposure, adaptability and resilience have shaped the hospitality and tourism industry and how the industry in turn has adjusted to cope. The impact of Brexit on the Irish hospitality industry will be used as a case study. The key output being to gain new insights into good practice in preparing for an anticipated economic shock of the potential magnitude of Brexit. The model will have practical implications in the future should the hospitality industry in Ireland or another nation face an economic shock such as Brexit. The specific objectives are:

1. To investigate the hospitality industry's understanding of the threats and opportunities posed by an economic shock.
2. To analyse the hospitality industry's preparation for an anticipated economic shock.

Britain is Ireland's biggest generator of overseas tourists; 3.6 million Britons visited Ireland in 2016 representing 45% of Ireland's total overseas visitors (Failte Ireland, 2016). 2017 was a record year for overseas visitors with an increase of 6.5% in total arrivals compared to 2016 (Central Statistics Office (CSO), 2017). Overseas visitor numbers have increased by 7.1% during the January-September period of 2018 (542,300 additional overseas arrivals) when contrasted with the first nine months of 2017. This decision by Britain to leave the European Union (EU) had an immediate impression on the Irish tourism industry with almost 300,000 fewer British tourists visiting Ireland than in the previous year, largely attributed to the weaker sterling currency (CSO, 2016).

The concepts of exposure, resilience, adaptability and volatility have been borrowed from climate science, where they have been used to great effect in understanding the impact of an external force on a societal function. These concepts are useful to the study of tourism as it is an industry which constantly has to negotiate global forces beyond its control.

Ireland has shown itself to be repeatedly resilient to outside forces; nevertheless, we do not know to what extent managers in the hospitality industry influence its ability to respond. By contextualising the research through the concepts of climate science it helps us to understand more completely what measures need to be put in place in order to limit the impact on the country, thereby reducing vulnerability.

This study is ongoing and is inductive, exploratory and qualitative in nature. Given the fluidity of Brexit, the politics involved and the uncertainty surrounding what may or may not happen, the project's focus was on how the Irish hospitality industry is informing itself, preparing itself and understanding what could be learned from the issues that might be applicable to similar future economic shocks.

The research paper is important for the understanding of anticipated economic shocks and especially in the context of Brexit as it is a new unknown. By utilising the concepts of resilience, volatility, adaptability and exposure, and placing them within the milieu of this phenomenon, it helps to give a greater appreciation of decision making for industry bodies within the tourism and hospitality sector. The central element in this study is about future processes, influenced by what has happened and what is currently happening.

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Natalia Kalokyri

Island Tourism and Locals' Perceptions for peer-to-per Accommodation

Since the early 2000s, a phenomenal and unexampled economic activity, the so-called 'sharing economy', has started fundamentally changing the market economy in many countries worldwide. In collaboration with the usage of the Internet and the global acceptance of new and modern ideas of lifestyle, the sharing economy has expanded into many entrepreneurship sectors. Through peer-to-peer platforms, people are now able to access underutilized assets or even rent theirs, with an exchange of a fee. The success of this new economy and its rapid development is a result of firstly, the supply-side flexibility and secondly, the technology innovations.

The sharing economy has also affected the tourism industry and more specifically, the hospitality sector. Daily, many travellers instead of choosing to stay in a traditional accommodation establishment, such as hotel, motel etc. prefer to stay over in a property which they have found online without being familiar with the person who will host them. Airbnb is one of the most famous peer-to-peer online platforms which was founded in 2008 and its main concept is to match the owners –who want to rent their house, apartment or room- with the users –who are looking for new adventures while discovering new fancy and safe ways of saving some money.

This study is centred on the island of Crete in Greece. The background and unique history of the island in combination with the well-known Cretan hospitality by the locals can be considered as an advantage for companies like the Airbnb and furthermore, for the general tourism industry of the island. The aim of this research is to examine if Cretan residents are aware of Airbnb and what is their perception about the expansion of this more modern trend in terms of other online accommodation platforms around the island. This study additionally will investigate the level of their satisfaction and feedback for those who have already used this online platform during their trips. Finally, through this research it will be clarified whether current users of Airbnb will continue using this platform instead of the traditional accommodations such as hotels.

The research instrument used for this study was an online questionnaire that was conducted from the 17th of December 2018 till 20th of January 2019 and has been completed only by Cretan local residents around the island. The useable questionnaires were 179. The analysis of results are shown that tour agencies have faded after the appearance of Internet due to its easier way of organising trips independently. In addition, almost all the participants are aware of the Airbnb platform but only half of them have used it in the past. Furthermore, more than half of the participants have argued that there is a possibility of the hotel industries to be replaced by the Airbnb properties in the close future, but many of them also think that Airbnb will never offer to a traveller what a hotel can. Finally, eighty-eight per cent of the participants believe that more tourists are attracted to the island due to the Airbnb's concept of 'living like a local' in combination with the famous Cretan hospitality.

Rebecca Finkel and Kate Dashper

Doing Gender' in Critical Event Studies: A Dual Agenda for Research

This paper focuses on various contexts, approaches, and applications for 'doing gender' in critical event studies. By seeking to develop this emerging area of study, still in its academic adolescence, many critical event researchers are eschewing the traditionalist view of events scholarship as a predominantly practical discipline and, instead, are drawing upon interdisciplinary frameworks to develop robust theoretical and methodological ways of interrogating issues related to power and structural inequalities in events contexts. Gender, equality, and diversity issues do not only pertain to a particular subject or specialism; rather, they incorporate ethical ideals and provide platforms for understanding complex cultural processes with which the international academic community already engage on multiple levels. By adopting feminist and intersectional perspectives, such as those set out by Butler (1990), Connell (2005), Crenshaw (1989), Haraway (1992), and Sang (2016), and applying them to event environments, critical event research has the potential to inform current theoretical developments and wider sector practices, and, ultimately, change the dominant heteronormative patriarchal paradigm of the experiential landscape. Indeed, it is only recently that issues of under-representation, discrimination, and inequalities have begun to emerge in the critical events discourses. Although there has been a recent swell of media attention and public interest in this area, research focusing on non-hegemonic communities as they relate to events environments still is in need of further exploration. This paper seeks to set a dual agenda for gender research in critical event studies. First, we explore 'doing gender' in events environments with an emphasis on events as gendered spaces. This includes an examination of gendered events and gendered behaviours and practices within these contexts. Second, we focus upon 'doing gender' in events employment, specifically examining events as gendered work environments. This includes the numerical domination by women workers in events despite the hierarchical domination by men managers in events governance and industries. Also, we investigate how the different roles in events management are gendered (e.g. creative vs production roles, sales positions vs senior management, etc.). Critical event studies, through employing interdisciplinary, intersectional approaches, can contribute to knowledge in understanding the ways in which events-related gender, equality, and diversity policies have an impact on people and places. It also has the potential to further discourses related to power relations, sites of challenge and resistance, and models of best practice. The goal of this paper is to set out disruptive (yet feasible) research agendas for future opportunities to centralise the marginalised and amplify feminist voices in critical event studies.

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Amarachukwu Ukachukwu and Roya Rahimi

Diversity Management in Nigerian Hotel Industry: Role of Culture and Religion

Nigeria is an exceptionally diverse society, encompassing a vast geographical area and comprising many different ethnic and religious groups (Tiemo and Arubayi, 2012). It has a population of 180 million and is rich in natural resources, making it an attractive option for foreign investment and expansion (Fajana, et al., 2011). Globalisation has therefore begun to significantly impact upon organisations both within the public and private sectors and is bringing with it a fresh set of human resource management challenges. One of the most notable of these has been the effective promotion of gender diversity strategies that aim to improve recruitment from within Nigeria's pluralistic society. Human resource management in Nigeria has been characterised by an "over-reliance on culture, language, religion, and gender to determine who gets employed" (Fajana, et al., 2011:59). One of the most significant challenges within the Nigerian hotel workforce is the establishment of gender equality practices. Despite legislation designed to mitigate this, gender discrimination is a significant problem within Nigeria hotel industry, with very few women occupying senior management positions (Adekeye, 2008). In order for workplace gender diversity strategies to be adopted effectively within a Nigerian context, a more detailed understanding of the challenges facing human resource managers and workers within the hotel needs to be established. Very little research exists which analyses Nigeria's ethnic, cultural and religious communities within the hospitality industry. The impact of such identities, coupled with the cultural norms of organisational practice within Nigeria need to be more fully investigated before effective management strategies may be created which are applicable in a Nigerian context. Qualitative data collected in Northern, Southern and Eastern regions of Nigeria through in-depth interviews were coded and analysed. The study found that hotels in Nigeria are still grappling with the problem of gender inequality with females' career development suffering greatly under the burden of a patriarchal culture. Females are also made to take job responsibilities that reflect their positions in the society and households. Secondly, the intersecting factors of gender, religion and culture put severe pressures on women, which tend to have a negative impact on work-life balance. Thirdly, family responsibility and expectations deter females from seeking promotion to the higher level of hotel administration. Many females who attempt to 'rebel' against the standing cultural order find themselves in marriage crises. Finally, gender diversity management is not promoted in Nigerian hotels. The study makes contributions to theory and practice. It finds common ground for the application of hegemonic masculinity framework and intersectionality perspective in gender and management inquiries. The study recommends radical holistic change is required regarding policy, cultural, programmatic, attitudinal and social actions.

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Rachel Makin and Nicole Mitsche

Exploring the Use of Augmented Reality Technology at Cultural Heritage Sites

Augmented Reality (AR) has become an increasingly important area of research within the tourism literature in recent years, however adoption of the technology within the cultural heritage sector, outside of museums, has been relatively slow. AR provides many different opportunities to facilitate and enhance different situations, such as: interpretation, historic reconstruction, learning, information provision, tourist engagement and translation (Yovcheva et al. 2012). However, the cost of development and the risk of causing reputational damage (Tscheu & Buhalis 2016) if the application is unsuccessful has created a barrier, especially for small cultural heritage organisations when looking at adopting new technologies (tom Dieck & Jung 2017). In addition to this, many cultural heritage organisations lack the expertise through their internal staff to know how to develop and maintain an effective AR application that will provide value for both the organisation and the consumer.

AR has also been identified as a technology which can facilitate the co-creation of value, whereby the organisation and the user of AR are both the actors of the co-creation (Cabiddu et al. 2013). In order for co-creation to take place, both actors must be involved in the creation of the core offering and direct interaction between the consumer and organisation must occur, the consumer must also be able to define problems and make suggestions in order to improve the experience (Prahalad & Ramaswamy 2004). Value is created for the consumer through the ability to share in the production of authentic, context related, experiences, which provide a higher level of interaction resulting in a more enjoyable experience (Jung & tom Dieck 2017). Value is subsequently created for the organisation as consumers' ownership of the organisation is increased, which develops into a sense of responsibility for development, management and external reputation (Chathoth et al. 2018). This in turn can create value for a cultural heritage organisation through increased customer loyalty, increased intention to revisit, attracting new target markets, increasing visitor spending and providing visitor insights and data. Overall value is co-created for the organisation by providing a source of competitive advantage. AR can provide the ability to enhance the interactions between a cultural heritage organisation and consumer which are required to allow co-creation to take place.

Presented here will be a systematic literature review and evaluation of current AR applications used in the cultural heritage sector, in order to provide an explanation and synthesis of the theories being applied in this area of research.

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Bharti Gupta

Creative Tourism vis-à-vis Tribal Tourism as a Tool for Sustainable Tourism

The growing awareness of utilizing shared resources meticulously has brought in the phenomenon of sustainable tourism. Sustainable tourism is not a distinct type of tourism rather it is an approach, which is the most appreciated one in the context of availability of limited resources. This approach needs to be ubiquitously applied while performing the different forms of tourism. If a continuum is made of the various tourism forms to examine their respective closeness to sustainability then it comes to be creative tourism that is an extension of cultural tourism.

Culture based tourism is related to the culture of a community identified with certain geographical place or destination. Visiting a new destination for its attractive geographical reasons has always been a motivation. Alike the landscape attractions, the cultural features of a place act as one of the major pull factors among the various motivations to the tourists. However, the cultural homogenization over a period of time by the organized cultural industry has served a little purpose of offering a distinctive charm and sustenance of economic viability, interest and satisfaction of guests.

The intense desire to sustain the inflow of the tourists and to keep intact the basic principle of offering distinctiveness have helped reach the new concept of creative tourism. Creative tourism is about experience that is coproduced by the consumer. This phenomenon of 21st century needs attention of researchers to be explored for its new features and dimensions to understand well its advantages and disadvantages.

This study focuses on examining the dimensions of tribal tourism, which can be reasonably associated with the parameters of creative tourism and sustainable tourism. The study not only examines this relationship but also explores the intricacies in operationalizing this relationship successfully. Tribal tourism is based on the attractive cultural features of a tribe. The extended feature of offering personal engagement under creative tourism to the tribal cultural activities have positive desired impacts on both guest and host under the umbrella of sustainable tourism.

The methodological approach of the study is qualitative in nature. The research methods for data collection are observation and interviews with Gujjars, the tribal community of Jammu and Kashmir, India. The main finding of the study is the relational framework among tribal tourism, creative tourism and sustainable tourism.

Keywords: Creative tourism, sustainable tourism, tribal tourism, interest, relationship, economic viability, sustenance.

Claudia Melis

Exploring Performative and Pre-discursive Dimensions of ICH heritage. A Deleuzian account

The present discussion questions representation and discourse as the dominant ways used to understand Intangible Cultural Heritage (ICH). In fact, while a representational approach focused on discourse might be able to capture dynamics of dominance and subalternity within cultural heritage it has been argued that a more-than-representational perspective (Lorimer, 2005) would be able to offer a more complex and at the same time multi-layered account. Drawing on insights from the French intellectuals Deleuze and Guattari (1987) and in particular their theorization of Western systems of organic representation, the latter is interrogated as the only way to acquire knowledge about ICH. In this context cultural heritage is perceived as being characterized by binary oppositions (such as tangible and intangible) as well as linear thinking (the conflation of cultural heritage with identity).

A closer look at the micro-cosmos of people and individuals leads to an idea of ICH that is characterized for their particular private and intimate attitude towards the past. This attitude is beyond notions of dominance and subalternity or materiality and immateriality. In other words, it transcends any dichotomic or linear thought about ICH. The study context of the present discussion is the Beltane Fire Festival in Edinburgh. This has been associated to the category of pagan festivals, celebrated as revival or reinvention of ancient Celtic rituals (MacCulloch, 2009). Beltane is currently celebrated in Calton Hill, a contested UNESCO World Heritage site, situated at the periphery of Edinburgh City centre. Starting from this, the concept of rhizome developed by Deleuze and Guattari (1987) is used to delve into the dominant understanding of ICH and to propose an alternative more nuanced account of ICH.

As a result, ICH presents itself with blurred boundaries and with a multiplicity of dimensions. It also presents a pattern open to experimentation and evolution when in contact with the manifold components of society. Findings from an ethnographic field-work at the Beltane Fire Festival, also reveal an embodied and performative ICH as well as a pre and more-than-discursive one. The image of the rhizome, and in particular the notions of assemblage, asignifying rupture, and cartography are applied to gain an alternative account of cultural heritage. Counter-discourses about ICH are therefore revealed thus contributing to regard said cultural heritage (and festivals in particular) not as fixed in meaning but in its emerging process, multisensuality and performativity (Waterton, 2014; Crouch, 2000).

Key words: Intangible Cultural Heritage; crises of representation, more than representational approaches; rhizome, Deleuze and Guattari.

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Veronica Bloise

Exploring Performative and Pre-discursive Dimensions of ICH heritage. A Deleuzian account

Happiness tourism is an exploratory research that we are developing in Argentina's inland. This work's objective is to understand how does the relation between the providers of tourist services and the needs of the users for such services work.

There is plenty of information about the characteristics and modalities of the XXI century tourist, but we find providers of tourist services in Argentina (such as providers of lodging, restaurant business, entertainment, transport, etc.) that keep on working under a XX century modality.

We are working from an interdisciplinary perspective where tourism, psychology and Service Design Thinking intertwine in order to provide a brand-new way to provide experiences to the users.

Most developers of the touristic services such as lodging, restaurant business, entertainment and transport (among others) are amateurs, lacking professional training.

XXI century tourist is looking for memorable, emotional and unforgettable experiences. The tourist is an expert of the modality they are looking for, and we come across these service providers who still fail at delivering the services they offer.

This work seeks to evaluate: If the tourist service providers use the tools that allow them to get to know their user; which and how they use such tools; if with the obtained information they try and develop any modification in order to improve their business.

We are looking forward to analyzing if the service providers of our region visualizes their source of competitive advantages as innovation, client satisfaction and efficiency, which allows them to create a unique service.

The process of designing the experiences is built upon three stages: 1) Pre-service; 2) Service;

3) Post-service; simultaneously that it comprehends the stakeholders that intervene on the whole service process.

For the construction of conclusions, we have highlighted: the different information from the surveys; the advertising and promotion of the destination campaigns (developed by the state tourist organism); and the XXI century profile of the tourist.

KEY WORDS: Happiness Tourism; Service Design Thinking; Memorable Experience; Argentina.

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Martin Lomicky and Pavlos Arvanitis

Check-in preferences of passengers flying from a regional UK airport

This study examines the check-in preferences of passengers travelling from Southampton Airport and identifies their intentions towards self-service check-in technology introduced by airlines and Southampton Airport. In 2017, Southampton Airport handled more than 2 million passengers which is the highest number since the redevelopment of the airport in 1994 (Southampton Airport 2018). Passengers' satisfaction is a crucial element for the future prosperity of the airport and also the successful implementation of the Southampton Airport Master Plan which was published in 2018 (Southampton Airport 2018).

Many airlines and airports have introduced self-service check-in technology and encouraged passengers to use this technology (Gures, Inan and Arslan 2018). The passengers' adoption of self-service check-in technology is a critical element in improving customer service (Considine and Cormican 2016). Therefore, this study discusses the use of self-service check-in technology in the air travel industry, evaluate passengers' perception of this technology and identify passengers' reasons for the use and avoidance of this technology.

Quantitative research was conducted to examine passengers' adoption of self-service check-in technology at Southampton Airport. For the purpose of this research, a questionnaire was designed and used for the collection of primary data at Southampton Airport. The collection of primary data took place in January 2019 in the departure terminal of Southampton Airport and in total 120 completed questionnaires were gathered. A series of test hypophyses and correlations between participant's responses were analysed. Descriptive statistics was used to analyse the dataset.

Overall, the results of the study show a high passengers' adoption of self-service check-in technology implemented by Southampton Airport and airlines operating at this airport as well as great confidence and satisfaction with this technology among passengers. The findings indicate that most passengers would welcome the installation of more self-service check-in kiosks at Southampton Airport, however, it is clear that the option of checking-in at the traditional check-in desk should remain available since some passengers value the personal service during the check-in process. In general, the results demonstrate that the majority of passengers at Southampton Airport prefer to use one of the self-service check-in options and most passengers do so to avoid queuing for a check-in desk.

Proposed topic: Experience and satisfaction, e-tourism and emerging technologies

Key words: Self-service technology; Southampton Airport; Customer service; Passengers' adoption; Self-service check-in

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Maria Spanaki and Ben Durmishllari

Technology and Tourism- The Case of the Online Hotel Booking: How Satisfied do the Guests Feel From the Online Reservations' Platforms?

Taking into consideration that the tourism industry is becoming more advanced and directly associated with the development of technology, we conducted primary research on how satisfied and comfortable guests feel using online platforms for reservations. Our research is based on the analysis of 200 questionnaires that were collected in a 3-month period from hotel guests in the area of Sunderland and Newcastle. Our primary target was to identify the reasons that many people do not trust the online reservations and on the other hand, to find out why many people get attracted to them.

The results revealed that the amount of people who prefer making their own reservation through an online platform is more than those who trust tour operators to create an organised holiday package. Moreover, we pointed out that the most significant reason why people do not use the online system is the refusal to upload their card details. Also intriguing is the fact that a vivid website attracts more than others and how guests deal with the rapid development of online reservations.

Our presentation discusses these results and in combination with the theoretical research, it presents an example of an online platform that could increase the amount of people who want to create their holiday themselves. Moreover, we discuss the results of the differences between tour operators and the online platforms according to existing research and the collected data. Finally, we discuss the protection of personal data according to books and articles and how a future online reservation system should be protected and made more attractive for the general visitor.