CONFERENCE PROCEEDINGS

PhD Networking Conference, 29-30 May, 2008
Exploring Tourism II: Issues in PhD Research

International Centre for Tourism & Hospitality Research
Bournemouth University

WELCOME

Dear Delegate

Following the success of the conference held at Leeds Metropolitan University last June, the International Centre for Tourism & Hospitality Research (ICTHR), School of Services Management, Bournemouth University, is pleased to be hosting Exploring Tourism II: Issues in PhD Research conference in association with the School of Business and Economics, University of Exeter.

The aim of the conference is to bring together and exchange experiences of PhD students in tourism and related subjects. Participants of this networking conference will have the opportunity to present their research in parallel sessions and further discuss issues and experiences in an informal and multidisciplinary environment. A number of experienced keynote speakers will also provide a variety of insights into current research and publishing practices within the interdisciplinary field of tourism and offer support for the various stages of your PhD.

I hope that you enjoy the conference and that the mix of presentations from key note speakers and sessions provide you with an informative, thoughtful and enjoyable couple of days in an informal and relaxed environment. Enjoy the conference!

Alan Fyall
Deputy Dean: Research & Enterprise, School of Services Management
Bournemouth University

Bournemouth University

Bournemouth University is a modern and innovative institution with six distinctive Schools of study reflecting an emphasis on education as a pathway to professional success. The University enjoys a reputation for its commitment to wide ranging opportunities through learning, research and enterprise while it is one of the premier providers of higher education for the professions in the UK. The University works with key employers and other organisations closely related to its areas of expertise. Its programmes are designed and delivered in such a way as to give graduates a head start in pursuing employment and career enhancement. Bournemouth University consistently has one of the highest graduate employment rates in the UK (nearly 85% compared to national average of 74.3% - Higher Education Statistics Agency 2003/4). It is large enough to offer students diversity, yet small enough for them to be part of a friendly and thriving cosmopolitan community. Bournemouth University is proud of its quality assurance record. The most recent teaching quality assessments have resulted in ratings of 'excellent' for programmes in the areas of communication and media, business & management, catering & hospitality, archaeology and nursing and midwifery.

The 2009 Guardian University League tables have named Bournemouth University as the number one University to study Tourism (including Hospitality & Leisure) for the second year running.

Conference Room Locations

The opening and closing of the Conference and all of the Keynote Speaker Sessions will take place in the Allsebrook Lecture Theatre which is located in the centre of Talbot Campus. All Parallel Sessions will take place in the Thomas Hardy Suite which can be found at the front of Talbot Campus. All rooms associated with the conference will be clearly signposted. In addition, a number of conference organisers will be around to guide delegates.

Coffee Breaks and Lunches

Coffee Breaks & Lunches will be provided in the new refurbished BU refectory.

Hospital and Doctors

Royal Bournemouth Hospital (Accident & Emergency), Castle Lane East, Tel: 01202 303626 (switchboard), 01202 704167 (24 hour accident centre). University Health Centre (Talbot campus), Tel: 01202 965378 or extension 65378 from a phone on campus.

Safety and Security

We have a very safe campus, but in the interest of safety and security please wear your delegate badge and keep your personal belongings with you at all times. In order to ensure your safety we would like to advise you of the following guidelines:

- First Aid assistance is available at Poole House Reception or from one of your conference organisers;
- Muster Stations are clearly highlighted in all conference rooms.
- A no smoking policy operates in all University buildings.
- Toilets are clearly highlighted throughout the campus.
- In the event of an emergency dial 2222 on any internal telephone.
- For Security dial 3333 on any internal telephone.

Taxis / Transfers / Travel Information

UNITED Taxis – 01202 556677 MOBILE Radio Cars – 01202 518000

Other Travel Information

Train information 08457 484950
Heathrow Airport 0208 7594321
Southampton Airport 0870 0400009
Gatwick Airport 01293 535353

TRANSDEV YELLOW BUSES

Route 6a 6b 6c timetables

6a Bournemouth – Kinson via Wallisdown Road, University and West Howe
6b Bournemouth – Kinson via Wallisdown Road, University and Bear Cross
6c Bournemouth – Canford Heath via Wallisdown Road, University, Alderney and Tower Park

Mondays to Saturdays except Public Holidays

	Stop	6b	6c	6a	6b	6c	6b	6c	6a	6a	6b	6c	6b	6b	6b	6b	6b
SQUARE, Gervis Place	S	0700	0720	0750	0810	0830	10	30	50	1750	1810	1830	1915	2015	2115	2215	2315
Bournemouth Station	4	0707	0727	0757	0817	0837	17	37	57	1757	1817	1837	1921	2021	2121	2221	2320
Winton, Banks		0714	0735	0805	0825	0845	25	45	05	1805	1825	1845	1927	2027	2127	2227	2326
University		0718	0739	0809	0829	0849	29	49	09	1809	1829	1849	1930	2030	2130	2230	2328

TRANSDEV YELLOW BUSES

Route 6a 6b 6c timetables

6a Kinson - Bournemouth via West Howe, University and Wallisdown Road
6b Kinson - Bournemouth via Bear Cross, University and Wallisdown Road
6c Canford Heath - Bournemouth via Tower Park, Alderney, University and Wallisdown Road

Wallisdown, Roundabout		0651	0721	0741	0801	0821	0841	0841	01	21	41	1821	1850	1950	2050	2150	2250
University		0654	0724	0744	0804	0824	0844	0844	04	24	44	1824	1852	1952	2052	2152	2252
Winton, Banks		0700	0730	0750	0810	0830	0850	0850	10	30	50	1830	1856	1956	2056	2156	2256
Bournemouth Station	6	0705	0735	0755	0815	0835	0855	0855	15	35	55	1835	1901	2001	2101	2201	2301
Bournemouth Pier		0709	0739	0759	0819	0839	0859	0859	19	39	59	1839	1905	2005	2105	2205	2305
SQUARE, Gervis Place	S	0713	0743	0803	0823	0843	0903	0903	23	43	03	1843	1909	2009	2109	2209	2309

Secretariat / Registration / Messages

The registration desk in the main reception area of Poole House, Talbot Campus will be staffed during the conference to help you. Messages may be left with staff manning the registration desk.

Day 1: Maeve Marion, Debbie Sadd, Susanne Ohmann, Thansis Spyriadis

Day 2: Maeve Marion, Debbie Sadd, Thansis Spyriadis, Susanne Ohmann

Wednesday 28th May

An informal social evening has been arranged at **'Sixty Million Postcards' bar @ 9pm**.

Further details of the venue can be found at: http://www.sixtymillionpostcards.com/index.php

THURSDAY 29TH MAY 2008

<table>
<tr><td>0900 -
0930</td><td colspan="6">Registration & Coffee
(Poole House Reception & Refectory)</td></tr>
<tr><td>0930 -
0940</td><td colspan="6">Official Welcome - Allsebrook LT</td></tr>
<tr><td>0940 -
1100</td><td colspan="6">Keynote Speakers – Allsebrook LT
Qualitative Research Methods (Dr Ian Jones, BU)
Conceptual Frameworks (Professor Roger Vaughan, BU)</td></tr>
<tr><td>1100 -
1130</td><td colspan="6">Coffee Break – Refectory</td></tr>
<tr><td>1130 -
1300</td><td colspan="3">Stream A (THS) - Methodology

Sjoerd Gehrels
THE CHARACTERISTICS OF SUCCESSFUL SMALL UPPER SEGMENT CULINARY RESTAURANT OWNERS AND HOW THEY CAN INFLUENCE HOSPITALITY MANAGEMENT CURRICULA

Mary Beth Gouthro
THE NATURE OF QUALITATIVE INQUIRY AND ITS STATUS IN TOURISM RESEARCH

Ilaria Pappalepore
IN THE FIELDS OF LONDON'S OUTSKIRTS WHILE EXPLORING CREATIVE TOURISM

Stephen Pratt
THE ECONOMIC IMPACT OF TOURISM ON AN ISLAND ECONOMY: THE ROLE OF UNCERTAINTY IN A GENERAL EQUILIBRIUM CONTEXT</td><td colspan="3">Stream B (THS) – Literature Review

Joanne Lei
ALTERNATIVE VOICES OF BACKPACKING EXPERIENCES: AN EXPLORATORY STUDY OF HONG KONG BACKPACKERS

Claudia Andrea Müller
LITERATURE REVIEW: MEANING OF 'EXPERIENCE' IN TOURISM STUDIES

Louise Todd
FESTIVAL IMAGE, IMPACTS & IDENTITY: AN INVESTIGATION IN TO THE INTERNATIONAL SIGNIFICANCE OF THE EDINBURGH FESTIVAL FRINGE

Jin Wang
INFLUENCES OF CHINESE VALUES ON EMPLOYEES' ORGANIZATIONAL CITIZENSHIP BEHAVIOUR WITHIN THE CONTEXT OF5-STAR HOTELS IN PEOPLE'S REPUBLIC OF CHINA</td></tr>
<tr><td>1300–
1400</td><td colspan="6">Lunch – Refectory</td></tr>
<tr><td>1400 -
1530</td><td colspan="6">Keynote Speakers – Allsebrook LT
Research Ethics (Dr Peter Lugosi, BU)
Case Study Research (Dr Nick Johns, BU)</td></tr>
<tr><td>1530 -
1600</td><td colspan="6">Coffee Break – Refectory</td></tr>
<tr><td>1600 -
1730</td><td colspan="2">Stream C (THS) – Methodology

Anna Richter
INTERVIEWING: AM I ASKING THE RIGHT QUESTIONS?

Yolanda Rueda Calderon
THE ECONOMIC AND ENVIRONMENTAL IMPACTS OF TOURISM

Pamela Watson
USING MARKETING-ORIENTED VIRTUAL ETHNOGRAPHY TO INVESTIGATE COMMUNITIES OF CONSUMPTION IN TOURISM & HOSPITALITY

Doris C. Wu
A SYSTEM DEMAND MODEL FOR ANALYSING TOURIST EXPENDITURES</td><td colspan="2">Stream D (THS) – Literature Review

Yaqooub al-Busaidi
PUBLIC INTERPRETATION OF ARCHAEOLOGICAL HERITAGE AND ARCHAEOLOGICAL TOURISM: A LITERATURE REVIEW.

Desmond Wee PERFORMING TOURISM PRODUCTIONS: RE-IMAGINING REPRESENTATIONS OF IDENTITY IN SINGAPORE

Ko Koens
THE CREATION OF A THEORETICAL FRAMEWORK FOR RESEARCHING SMALL TOURISM BUSINESSES IN DEVELOPING COUNTRIES</td><td colspan="2">Stream E (THS) – Research Process

Thomas Lang
CLIMATE CHANGE – CHALLENGE OR CHANCE FOR TOURISM IN AUSTRIA

Hanna Janta
THE EXPERIENCE OF POLISH MIGRANT WORKERS IN THE HOSPITALITY INDUSTRY IN THE UK

Polly Rodriguez
A SYSTEMATIC APPROACH TO THE EFFECTIVE DESIGN OF ELEARNING GRADUATE MANAGEMENT EDUCATION PROGRAMS WITH REFERENCE TO TOURISM AND HOSPITALITY MANAGEMENT</td></tr>
<tr><td>1730</td><td colspan="6">Feedback Day 1 – Allsebrook LT</td></tr>
</table>

Informal social evening will start at Aruba on the Pier Approach @ 7:30pm. Food arrangements are left to the individual delegates however BU representatives will be happy to lead groups to various restaurants in Bournemouth Town Centre.

Further details of the venue can be found at: http://www.aruba-bournemouth.co.uk/

FRIDAY 30TH MAY 2008

<table>
<tr><td>0900 - 0930</td><td colspan="2">Registration & Coffee
(Poole House Reception & Refectory)</td></tr>
<tr><td>0930 - 1100</td><td colspan="2">Keynote Speakers – Allsebrook LT
Mixed Methods (Dr Eloise Carr, BU)
Publication Opportunities (Alan Fyall, BU)</td></tr>
<tr><td>1100 - 1130</td><td colspan="2">Coffee Break – Refectory</td></tr>
<tr><td>1130 - 1300</td><td>Stream F (THS) - Literature Review

Bevis Fenner
EVERYDAY TOURISM: EVERYDAY TOURISTIC AGENCY IN THE RESIDENTS OF BOURNEMOUTH

Birgit Braasch
CONSTRUCTING THE NORTH-ATLANTIC SEASCAPE: FROM LITERATURE REVIEW TO ANALYSIS

Yi Fu
CHINESE NEW YEAR FESTIVALS IN BRITAIN: PRODUCTION AND REPRESENTATION OF DIASPORA CELEBRATION

Pimlapas Pongsakornrungsilp
A CONCEPTUAL FRAMEWORK IN AN APPLICATION OF ECOLOGICAL FOOTPRINT ANALYSIS IN TOURISM DEVELOPMENT</td><td>Stream G (THS) – Methodology

Peter Roe
A NOVEL RISK ASSESSMENT METHODOLOGY FOR THE TOURISM AND RECREATION INDUSTRY - EVALUATING ENVIRONMENTAL INDICATORS OF SUSTAINABLE TOURISM

Debbie Sadd
THEMATIC ANALYSIS - A DEVELOPMENT ON CONTENT ANALYSIS

Niorn Srisomyong
POLICY NEEDS AND RESPONSES TO AGRITOURISM AND RURAL DEVELOPMENT

Sotiroula Liasidou
TOURISM AND AIRLINE INDUSTRIES: POLICY INTERRELATIONS, INNOVATION AND CONSUMPTION PATTERNS: THE CASE OF CYPRUS.</td></tr>
<tr><td>1300–1400</td><td colspan="2">Lunch – Refectory</td></tr>
<tr><td>1400 - 1530</td><td colspan="2">Keynote Speakers – Allsebrook LT
Preparing for the ‘Transfer’ (Professor John Edwards, BU)
Preparing for the ‘Viva’ (Dr Tim Coles and Professor Gareth Shaw, Exeter University)</td></tr>
<tr><td>1530 - 1600</td><td colspan="2">Coffee Break – Refectory</td></tr>
<tr><td>1600 - 1730</td><td>Stream H (THS) – Methodology

Kitsada Tungchawal
POPULAR PARTICIPATION IN TOURISM PLANNING AND DEVELOPMENT IN TWO VILLAGE-BASED TOURISM DESTINATIONS IN THAILAND

ShiNa Li
THE ECONOMIC IMPACT OF INTERNATIONAL TOURISM DURING THE BEIJING OLYMPICS: MODELING COMPETITION LEVELS IN THE CHINESE ECONOMY

Jeroen Nawijn
HAPPINESS AND TOURISM BEHAVIOR

Carina Ren
SOCIO-MATERIAL APPROACHES TO INVESTIGATING AND CONCEPTUALIZING THE TOURIST DESTINATION</td><td>Stream I (THS) – Research Process

Selina Weigl
THE CONNECTION OF INDUSTRY AND TOURISM AS A POSSIBILITY FOR REGIONAL DEVELOPMENT

Sean Beer
DEBUNKING THE DEBUNKERS: DEVELOPING A CONCEPTUAL FRAMEWORK TO EXPLORE THE NATURE OF AUTHENTICITY

Patsy Morgan
EXPERIENCES OF OBESE CRUISE TOURISTS AND THE WAY THESE ARE MANAGED BY THE CRUISE INDUSTRY</td></tr>
<tr><td>1730</td><td colspan="2">Feedback Day 2 – Allsebrook LT</td></tr>
</table>

DELEGATE LIST

	Yaqoub	AL-BUSAIDI	PhD Student	UWIC
	Supalak	AKKARANGGOON	PhD Student	Exeter University
	Sean	BEER	P/T PhD Student	BU
	Michael	BLOWER	PhD Student	Exeter University
	Steven	BOYNE	PhD Student	BU
	Birgit	BRAASCH	PhD Student	Leeds Metropolitan University
Prof	Dimitrios	BUHALIS	Supervisor	BU
	Jakob	CALICE	PhD Student	Leeds Metropolitan University
Dr	Eloise	CARR	Supervisor	BU
	Martin	CHOLWILL	PhD Student	Exeter University
	Paul	CLEAVE	PhD Student	Exeter University
Dr	Tim	COLES	Supervisor	Exeter University
	Karen	DAVIES	PhD Student	Swansea Metropolitan University
Dr	Janet	DICKINSON	Supervisor	BU
Prof.	John	EDWARDS	Supervisor	BU
	Bevis	FENNER	PhD Student	Exeter University
	Yi	FU	PhD Student	Leeds Metropolitan University
	Alan	FYALL	Supervisor	BU
	Sjoerd	GEHRELS	PhD Student	Stenden University
	Mary Beth	GOUTHRO	PhD Student	BU
	Adrian Francisco	GUACHALLA GUTIERREZ	PhD Student	University of Westminster
	Andrew	HARES	PhD Student	BU
	Samrat	HAZRA	PhD Student	BU
	Susanne	HILLAND	P/T PhD Student	University of Heilbronn
	Sunyoung	HONG	PhD Student	Leeds Metropolitan University
	Steven	JAKES	PhD Student	Exeter University
	Hanna	JANTA	PhD Student	BU
Dr	Nick	JOHNS	Supervisor	BU
Dr	Ian	JONES	Supervisor	BU
	Shin-Young	KANG	PhD Student	Exeter University
	Koens	KO	PhD Student	Leeds Metropolitan University
	Thomas	LANG	PhD Student	University of Austria
	Joanne	LEI	PhD Student	Manchester Metropolitan University
	ShiNa	LI	PhD Student	TTRI, University of Nottingham
	Sotiroula	LIASIDOU	PhD Student	Exeter University
Dr	Phil	LONG	Supervisor	Leeds Metropolitan University
Dr	Peter	LUGOSI	Supervisor	BU
	Maeve	MARMION	PhD Student	BU
	Michelle	McLEOD	PhD Student	BU
	Patsy	MORGAN	P/T PhD Student	BU
	Claudia	MULLER	PhD Student	Leeds Metropolitan University
	Jeroen	NAWIJN	PhD Student	Breda University of Applied Sciences, Netherlands
	Susanne	OHMANN	PhD Student	BU
	Ilaria	PAPPALEPORE	PhD Student	University of Westminster
	Pimlapas	PONGSAKORNRNUGSILP	PhD Student	Exeter University
	Stephen	PRATT	Research Associate	TTRI, University of Nottingham
Dr	Vijay	REDDY	Supervisor	BU
	Carina	REN	PhD Student	University of Southern Denmark, Denmark
	Anna	RICHTER	PhD Student	Leeds Metropolitan University
	Polly	RODRIGUEZ	PhD Student	Dublin Institute of Technology, Ireland
	Peter	ROE	PhD Student	Dublin Institute of Technology, Ireland
	Yolanda	RUEDA CALDERON	PhD Student	TTRI, University of Nottingham
	Philip	RYLAND	P/T PhD Student	BU

	Deborah	SADD	PhD Student	BU
Prof.	Gareth	SHAW	Supervisor	Exeter University
	Nadezda	SOROKINA	PhD Student	Oxford Brookes University
	Simone	SPLENDIANI	PhD Student	Urbino University, Italy
	Thanasis	SPYRIADIS	PhD Student	BU
	Niorn	SRISOMYONG	PhD Student	Sheffield Hallam University
	Dimitrios	STYLIDIS	PhD Student	University of Surrey
	Matina	TERZIDOU	PhD Student	University of Surrey
	Louise	TODD	PhD Student	Napier University
	Kitsada	TUNGCHAWAL	PhD Student	University of Surrey
	Evangelos	VANTZOS	PhD Student	IHTTI, Switzerland
Prof.	Roger	VAUGHAN	Supervisor	BU
	Victoria Nabagereka	WALIGO	PhD Student	Oxford Brookes University
	Jin	WANG	PhD Student	Hong Kong Polytechnic University
	Pamela	WATSON	P/T Phd Student	BU
	Desmond	WEE	PhD Student	Leeds Metropolitan University
	Selina	WEIGL	PhD Student	University of Austria
	Doris Chenguang	WU	PhD Student	Hong Kong Polytechnic University
	Tadashi	YAMAGATA	PhD Student	Exeter University
	Seung Ho	YOUNG	PhD Student	BU
	Anne-Kathrin	ZSCHIEGNER	PhD Student	Exeter University

Table of Abstracts

Sjoerd Gehrels
University of Stirling
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Year of PhD Study: 4

Keywords: Entrepreneurship, Curricula, Grounded Theory

THE CHARACTERISTICS OF SUCCESSFUL SMALL UPPER SEGMENT CULINARY RESTAURANT OWNERS AND HOW THEY CAN INFLUENCE HOSPITALITY MANAGEMENT CURRICULA

How entrepreneurs' characteristics can influence management curriculum design: a study in the hospitality industry

This EdD doctorate research (work in progress) describes the value systems and other driving powers of successful small upper segment culinary restaurant owners and the way that these can influence hospitality management curriculum design. In other words: an organized search is performed for the characteristics of a particular group of restaurant owners and the way that these characteristics might be used in education. Epistemologically this research sits within constructionism (Flick, 2006): '..constructionism informs a lot of qualitative research programs with the approach that the realities we study are social products of the actor, of interactions and institutions'. Grounded theory methodology is applied as first presented by Glaser and Strauss (1967) and taken further by Glaser, Strauss, Strauss and Corbin (1998), Charmaz (2006) and many others.

Important in the definition of the SSUSCRO's is the indicator 'successful'. For success in service and culinary achievement there are three publications in The Netherlands considered to 'set the tone' (Missets Horeca, 2007). The following range in the three quality assessing guides is taken.

i. Michelin Guide (8,5/10): 1, 2, 3 stars
ii. Gault & Millau (7,4/10): 14 or higher grading (out of 20 maximum)
iii. Lekker Top 500 (6,4/10): quoted in the top 100

In order to eliminate bias, restaurants that fit all three categories are taken creating a sample of around 60 restaurants maximum (Gehrels, 2004).

Business success can be defined in revenue, value generation and realizing profit objectives. This is very difficult with SSUSCRO's because they will not allow insight into their figures. For that reason sustainability of the company (> 5 years) was looked at to define their business success creating a final sample of around 50. The transcripts of the one hour in-depth digitally recorded interviews are analysed in great detail by using NVivo8 QSR software in order to conceptualize on the answers provided by the respondents. The research generates theory about the characteristics of these professionals and the way it could be used in education. The research was designed from a constructionist epistemological point of view and is situated in the research philosophy of symbolic interactionism. The data supplied by the respondents and the background/vision of the researcher provide an interplay. By using the grounded theory methodology, theory is constructed from the empirical data. The outcome of the research will be a theoretical framework defining the value systems and other driving powers of a rather special group of restaurant entrepreneurs and how these might be used for educating future professionals for the hospitality industry.

Mary Beth Gouthro
School of Services Management
Bournemouth University
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Year of PhD Study: Final

Keywords: heritage, industrial past, social constructions of identity

THE NATURE OF QUALITATIVE INQUIRY AND ITS STATUS IN TOURISM RESEARCH

This presentation discusses debates on the state of qualitative research in tourism. By first looking at the progression of qualitative inquiry applied in social science, the discussion moves on to the tourism context. Debates found in the literature addressing the current state of qualitative research in tourism are explored. Issues related to what kind of qualitative research is considered 'worthy' and in effect published in tourism journals is also discussed.

The state of qualitative research is the subject of ongoing debate across academic disciplines. This applies to how qualitative research is approached and executed; and what makes for credible accounts of qualitative research. Qualitative research is influenced by the 'positivist' and deductive approach more common in quantitative research. A positivist approach to inquiry affirms that truth is found in 'reliable' and 'valid' research accounts. It is common then for the 'positivist camp' to question the credibility of alternate forms of qualitative inquiry to produce 'truth'. This means that credible forms of qualitative research remain questioned and marginalized. There are those who equate forms of qualitative inquiry (postmodern and poststructural versions) to armchair commentary (Denzin and Lincoln 2000). There continues to be a struggle for certain types of qualitative research to be accepted more broadly in the field of social science. The field of tourism research is not immune and not excluded from the scholarly debate.

Studies conducted on qualitative tourism research uncover certain trends in the types of research published in tourism journals. An analysis of research published in certain tourism journals (Riley and Love 2000) were found to be quantitative in their inquiry, with most adopting a positivism paradigm in their findings output. A follow up study (Phillimore and Goodson 2004) looks beyond types of methods used in tourism research to include factors such as whether or not methodological reflexivity was employed in reporting the findings as opposed to 'research as expert' perspective. The latter analysis of research published in tourism journals found that objective, depersonalised accounts remain common in the tourism literature.

Advancing the inquiry perspectives found in qualitative accounts of tourism research are further hindered by other factors. The tourism academy has been overly influenced by a preoccupation of research reported from an 'economic impact' perspective. Studies of tourism have also been dominated by policy led and industry sponsored work so the output of findings cater to industry led priorities and perspectives. The debate around tourism scholarship reveals a need for diversification and expansion from this type of set criteria if tourism research is to make a contribution to theoretical and methodological advances in qualitative inquiry.

Whilst such advances in the field serve to expand the boundaries of 'accepted' approaches in research more generally, qualitative tourism research remains at the mercy of current accepted practice in the field. This impacts what tourism research is published and why. Certain accounts of qualitative research in tourism are not embraced by the editorial boards of some tourism journals. This reflects their hesitancy to publish certain types of research. Advances in qualitative approaches in tourism research help reveal a deeper meaning into the human dimensions of society, which in tourism include its social and cultural implications to the modern condition. By offering a rounded outlook on the possibilities of the reach of qualitative inquiry, this presentation aims to enlighten by demonstrating the wider intellectual reach of qualitative inquiry in tourism for its impact on expanding the body of knowledge in tourism research.

Ilaria Pappalepore
The Centre for Tourism Research
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Year of PhD Study PhD 2

IN THE FIELDS OF LONDON'S OUTSKIRTS WHILE EXPLORING CREATIVE TOURISM
Focus: methods

In a world where large cities look increasingly similar and cultural identity is becoming less dependent upon a specific physical location, sense of place and distinctiveness appear to be key elements in the development of new tourism areas. This research looks at the role of creative industries in producing a certain atmosphere and attracting visitors, with particular attention to the role of consumption in the development of creative/cultural areas, the mechanisms of atmosphere creation and the relationship between the urban form and the different types of space users.

The idea of business clusters has been to the forefront in economics studies for more than a century. More recently, urban planners and researchers in urban development have applied this concept to sectors such as the creative and cultural industries and the arts, maintaining the contribution of cultural/creative quarters to the regeneration of deprived neighbourhoods. This PhD explores the social and spatial dynamics that underpin tourism development in these creative urban areas. Tourism spaces are in fact characterised by a complex pattern of social interactions, in which various communities interact with each other and within themselves, shaping and being shaped by the physical environment.

The impacts of the characteristics of place in this process, as well as the relationship between cultural production and consumption in developing tourism are also considered. As a matter of fact, creative industries appear to concentrate in creative spaces and a link between creative industries and leisure consumption seems to be the basis for the development of cultural quarters.

In order to investigate these processes, four examples of non-central creative areas of London were chosen as case studies, focusing on both their physical and intangible characteristics and on their role in developing urban tourism. The four cases – Spitalfields, Hoxton, London Fields and Deptford (all situated in the East side of London) – are characterized by being inner city yet not central creative quarters, and by their significant social and cultural diversity. In addition, they represent different stages of the tourism development process outside London's mainstream tourism core. So far about one hundred face-to-face interviews have been conducted with visitors and creative businesses in Spitalfields and Hoxton. Interviews with visitors and creative entrepreneurs in the remaining two areas, plus some in depth interviews with policy makers will be conducted in the next six months.

In order to provide a sounder understanding of people's perceptions of the area, a cognitive mapping technique is also being used: in the end of the interview, visitors are provided with a blank sheet of paper and a marker, and asked if they want to draw a map of the area as they remember it, marking on it any landmarks or elements that are important to them. This technique, known as cognitive mapping or mental mapping, was first developed by the American urban planner Kevin Lynch (1960) in order to study the perceptions of the environments people have, how they locate landmarks and orientate themselves. Following Lynch, the use of mind maps has been applied to other disciplines, such as environmental psychology, planning and in some rare cases also tourism, mostly in order to assess issues related to orientation (Pearce and Fagence, 1996). Although most tourism studies that employed the use of mental maps focused on way-finding, this research is showing its strong potential in revealing people's place perceptions and views.

This presentation will mainly focus on the methodology, in order to share experience and raise discussion on the methods' choice and practicalities. Firstly, the experience of interviewing visitors will be examined, with special attention to interview design, sampling and approaching techniques. Then, Kevin Lynch's mental mapping method will be explained: its origins and use in tourism research, its choice for this enquiry and the practical experience of using it.
Finally, the preliminary findings of this research will be briefly illustrated.

Stephen Pratt
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Year of PhD Study 4th

Keywords: Economic Impacts, Uncertainty / Risk , Computable General Equilibrium Modelling

THE ECONOMIC IMPACT OF TOURISM ON AN ISLAND ECONOMY: THE ROLE OF UNCERTAINTY IN A GENERAL EQUILIBRIUM CONTEXT

In 2007, international tourist arrivals grew by an estimated 6% worldwide to reach a new record figure of nearly 900 million (WTO, 2008). World tourism enjoyed its fourth consecutive year of growth in 2007 above the long-term forecast of 4.1%. The increasing volume and frequency of tourists travelling internationally means significant impacts, both positive and negative, on the hosts' economy, culture, and the environment. Not only countries, but also regions or states are affected by this interdependence. Shocks in one part of the world ripple through to impact other economies. Global events such as the outbreak of SARS and terrorist attacks adversely affect tourism and adversely impact economies. In this new era, policy makers need to be able to better understand the role increased uncertainty plays in the economy and determine ways of minimize economic downturns.

By its nature, tourism is a multi-sector activity and as such requires economy-wide economic models to estimates its impact. Tourists purchase many good and services each of which use inputs from other sectors of the economy. Many economies rely heavily on tourism so the effects of tourism on other sectors in the economy are likely to be significant. Any significant shocks to such a large multi-sector activity are likely to have feedback effects and linkages throughout the whole economy that can not be detected or estimated through a partial equilibrium analysis alone. Hence estimating the economic impact of tourism involves building economy-wide economic models. Economy-wide economic modelling, that includes disaggregation at an industry-level, is usually conducted using either input-output analysis or computable general equilibrium (CGE) modelling. Any measures of the impact of a change, such as the expansion of tourism, must take into account the positive and negative impacts on economic activity. CGE models not only have an input output model embedded in them but also other markets, and the links between these markets are modelled explicitly. CGE models are underpinned by microeconomic theory of the consumer and firms.

While estimating the economic impact of shocks to an economy is important, equally important is quantifying the importance of uncertainty in the economy. Very little research has been conducted around the role of risk for in applied general equilibrium models. Previous attempts to incorporate uncertainty tend to use a risk premium to capture variability around the variable of interest, such as the price or supply of a commodity. In contrast, this research develops a methodology to incorporate risk in CGE models through the uncertainty of the future path of the economy, given shocks in different time periods and at different magnitudes. Building an economic model to estimate the impact of shocks and modelling the risk associated with the timing and magnitudes of such shocks will contribute to the body of knowledge with respect to applied economic modelling as well as have practical managerial and policy making implications.

The context for this research is the state of Hawaii. Firstly, tourism is a vital part of Hawaii's economy and a source of revenue that is vulnerable to exogenous shocks. A second important reason is the fact that exogenous risk originating outside of Hawaii has impacted Hawaii's economy as exhibited in previous shocks to this economy. Hawaii has been affected by several large external shocks such as the Gulf War of 1991 and the terrorist attacks of September 11, 2001 that occurred across the other side of the country. The fact that the source of these shocks originates outside of Hawaii is important. Hawaii has been exposed to these risks as a consequence of events elsewhere.

The research outlines how risk can be incorporated into a dynamic forward-looking CGE model through the uncertainty of tourism demand and the impact it will have on the future path of the economy. Economic agents still have perfect sight along any particular path but they are unsure of which path the economy will move along. The uncertainty will enter the model through the uncertainty in an exogenous shock. Tourism demand will be simulated to vary (with a designated probability) about the base year mean. The standard assumption of rational expectations will hold so that the representative consumer, firms, and government are endowed with perfect foresight, and so anticipate any exogenous shocks and adjust their maximising behaviour from the first time period (the period in which the uncertainty, but not necessarily the shock will occur). The uncertainty in the model involves the choice of future paths by consumers and firms. Given this uncertainty, how do consumers and firms change their behaviour? In the partial equilibrium literature, firms will under-invest in sectors where there is uncertainty. Do these results hold in the general equilibrium context? The economic impacts of the timing (when the shock occurs and how long the uncertainty remains) as well as the magnitude of the exogenous shocks will also be analysed in this research.

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Keyword: Backpacking experiences, Culture, Hong Kong backpackers

ALTERNATIVE VOICES OF BACKPACKING EXPERIENCES: AN EXPLORATORY STUDY OF HONG KONG BACKPACKERS

This presentation focuses upon the literature review of an MPhil (transfer PhD) study which aims to investigate the experiences of backpackers from Hong Kong. The subject of backpacker tourism has featured on the research agenda over the past few decades. Within the tourism literature, backpackers have been labelled variably as drifters, budget travellers, long term independent travellers and gap year tourists. Despite the multiplicity of terms devoted to this specific group of individuals, some travel characteristics can be generalised: a preference for low levels of advanced planning, inexpensive accommodation, multiple-destination journey beyond cyclical holiday pattern, adventure pursuits and the quest for authenticity.

The nature of backpacking, however, has changed over time. For instance, there are growing numbers of backpackers undertaking shorter journeys, staying at one destination, or even combining backpacking with their educations. Consequently, the experiences acquired throughout the journey are shifting, from the traditional 'search for authenticity' to backpacking for recreational experiences (Wilson and Richards, 2008). Despite the recognition of the changing nature of backpacking, backpackers as research participants are still predominantly from Western cultural backgrounds. As a result of this, non-Western backpackers and their experiences have been under explored within the tourism context.

A fruitful body of research has demonstrated the interrelationship between culture and tourism. In particular, culture has been used as an explanatory variable in understanding tourists of different nationalities. The literature highlights that Asian and Western societies are distinctively different in cultural characteristics and such differences have particular influences upon individuals' attitudes, behaviours, and consequently their travel experiences (Reisinger and Turner, 2003). Although the role of culture has been investigated in relation to many forms of tourism, there is relatively less research exists related to the extent in which the role of culture influences backpacking characteristics and experiences. Thus, this study seeks to extend the tourism literature on backpacking by moving beyond a Western-oriented view of backpacking and focuses upon the experiences of Hong Kong backpackers.

The presentation briefly presents the proposed methodology of the study. A qualitative approach utilising in-depth interviews is adopted. Such an approach gains its appreciation from other researchers in studying the backpacking phenomenon as it allows participants to express detailed feelings and attitudes (positive and negative) to the events they experience, as well as the reasons for these practices.

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LITERATURE REVIEW: MEANING OF 'EXPERIENCE' IN TOURISM STUDIES

One major concern of my PHD-project “Touring Socialisms: GDR-citizens on Holiday in Other Socialist Countries, 1961-1989” how tourists from the GDR experienced other socialist societies and what structured these experiences. Additionally, I am also trying to grasp how those experiences were made meaningful in the GDR-context after the holidays. Thus, experience is one of the key-concepts I am working with.
In one part of my Literature Review I am asking why experience can be a useful concept for my approach and the historical research of tourists practices. During my presentation I will put forward different reasons why the research of experiences can be especially fruitful in Tourism Studies.

In order to address this question I will elaborate on the different approaches and conceptualizations of experience in Tourism Studies. Authors like Richard Prentice and Pine and Gilmore focus on the production of experiences with a very applied approach. They ask how to make or produce extraordinary or authentic experiences for tourists. Others, like Erik Cohen provide us with a phenomenology of different tourist experiences. However, although the term 'experience' is used in those works, the authors hardly examine the concept and its meaning critically.

Jason Thropp proposes such a critical examination in his article “Articulating Experience”. Following him I will approach 'experience' from a rather philosophical point of view. Accordingly, I will draw on rather classical authors like the German philosopher Wilhelm Dilthey and the more recent anthropologists Edward Bruner and Viktor Turner.

The critical examination of their analysis of 'experience' will also provide me with an argument on the meaning of 'experience' in society. Ludwig Landgrebe already points to this meaning in his article “The Phenomenological Concept of Experience”: “The phenomenological analysis of experience is a description of our world as that world in which we find each other in common as living, thus our “life-world” which we make our own through experience.”

To conclude, I will bind these philosophical approaches back to Tourism Studies and advocate for a conceptualization of experience in order to better understand tourists practices and their complex interactions with the world they are travelling in.

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Keywords: Edinburgh Festival Fringe, Image, Identity

FESTIVAL IMAGE, IMPACTS & IDENTITY: AN INVESTIGATION IN TO THE INTERNATIONAL SIGNIFICANCE OF THE EDINBURGH FESTIVAL FRINGE

The Edinburgh Festival Fringe is regarded widely as one of the largest arts festivals in the world. With a history dating from 1947, the Fringe is a non-programmed festival. It has inspired the creation of similar events world-wide.

The Fringe has grown significantly in the past sixty years. This growth can be measured in terms of quantitative indicators including ticket sales, visitor numbers, number of shows and economic contribution. The 2007 Edinburgh Festival Fringe closed with 1,697,293 tickets sold, reflecting a 10.8% increase on 2006 figures (Edinburgh Festival Fringe, 2007). The Fringe is estimated to have generated £75 million for the Scottish Economy during 2006 (Evening News, 22 January 2007).

The sustainable future of Edinburgh's festivals is a matter of current debate. Recent studies include: Thundering Hooves: Maintaining the Global Competitive Edge of Edinburgh's Festival (2006) and the Economic Impact of the Festivals report (2004). Both studies investigate the position of Edinburgh's Festivals and their potential impact in promoting the identity of the city. Thundering Hooves specifically states that Edinburgh is facing threats from other festival destinations. Prentice and Andersen's, Festival as Creative Destination (2003) considers Edinburgh's festivals and how they position the city creatively. To date, little research has been undertaken into the cultural and artistic significance of Festivals, such as the Fringe, in terms of their international impact, identity and image.

This research is in its first year so is at initial stages. The aim of this research is to investigate the significance of the image and identity of the Edinburgh Festival Fringe and how this impacts upon the contemporary positioning of Edinburgh as an international festival destination.

The objectives of this research project are:

- to critically assess the image of the Festival Fringe held by stakeholders;
- to evaluate the link between the international image of the festival and the positioning of Edinburgh as a festival tourist destination;
- to devise a research tool that can be used to measure the significance of Festivals like the Fringe in terms of key criteria of image and identity.

The research methodology will address these objectives and consider: perceptions of festival visitors and Edinburgh residents of the Fringe Festival; the measurement of the comparative strength of the image and identity of the Fringe in relation to other festivals and an evaluation of the current and potential affiliation of the Fringe and the Government repositioning strategies of Inspiring Capital brand strategy for the city and the City Vision economic and social strategies.

Exploratory research will involve an in-depth desk review of existing research. The Fringe will provide general support and access to relevant data. A qualitative and ethnographic approach will be adopted in the collection of primary data and the research will be longitudinal in nature. Primary data will be collected using a selection of methods, including:

- in-depth face-to-face interviews with Fringe stakeholders: key staff; performers; agents; media; visitors and residents, to gather opinions and perceptions;
- observation research during the Fringe, at key times throughout the Edinburgh festivals' calendar, and at other relevant events as comparison, to gather data on behaviour and attitudes;
- visual and pictorial research to measure the linguistic content of mental images through seeking projections and responses to pictorial images;

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Keywords: Chinese values, Organizational Citizenship Behaviour, Leader-member Exchange, Organizational Commitment

INFLUENCES OF CHINESE VALUES ON EMPLOYEES' ORGANIZATIONAL CITIZENSHIP BEHAVIOUR WITHIN THE CONTEXT OF5-STAR HOTELS IN PEOPLE'S REPUBLIC OF CHINA

Introduction of Research Background

China's Hotel Industry
A key and promising component of the tourism industry and a symbol of the "opening and reform", Chinese hotel sector had undergone continuous expansion since the early 1980s. Stimulated by mounting demands, China's stock of star-rated hotels grew from almost point zero at the beginning to a level of 13,378 (CNTA, 2007). To be in line with the expected growth of international arrivals and increasing domestic tourist demand, China's stock of hotels would still need to expand and upgrade very significantly.
Despite the fast development, hotel industry in China is still confronting with various problems and difficulties that have been discovered and discussed by a large body of research. Among all, one of the major problems lies in the shortage of qualified personnel to provide quality service (Cai & Woods, 1999; Zhang, Cai & Liu, 2002). As quality issue has aroused a great deal of interests, numerous scholars, researchers and alike have devoted to seeking for all possible approaches to help Chinese hotels nurture capable staff. In this regard, one way is through the fostering of organizational citizenship behavior (OCB) in employees as OCB has been indicated to positively affect the quality of service delivered to the customers in previous studies (Bienstock, DeMoranyille, & Smith, 2003; Morrison, 1996).

OCB and Other Major Constructs
OCB refers to individual behavior that is "discretionary, not directly or explicitly recognized by the formal reward system, and in the aggregate promotes the efficient and effective functioning of the organization" (Organ, Podsakoff, & MacKenzie, 2006). Characterized as helpful, hardworking, enthusiastic and considerate, OCB performers are "good citizens" of the organizations who have shown to outperform others and implement a service quality initiative. Moreover, as role models, these good citizens can also inspire followers to convey qualified service to customers as well (Hui & Schaubroeck, 2001). Therefore, to ensure superior service quality and unique competitive advantages, Chinese hotels should attach more importance to OCB and the methods to stimulate this type of behavior. Such idea becomes even more critical for the 5-star hotels in China that have been hardly distinguishable due to the standardized tangible products such as environment, facilities, and equipments (Guerrier, 1999). It is thus imperative that these hotels scrutinize the possible motives of OCB by all means and integrate these stimulators into management so as to have more good citizens to present quality service to the guests.

Therefore, the author of the current study intends to investigate the mechanisms through which Chinese values may exert influences on OCB and clarify some important issues. In other words, this research purposes researching whether Chinese values, the building blocks of Chinese culture, may affect employees' propensity to conduct OCB within the context of China' 5-star hotels. The overall notion of research design is based on the assertion that cultural values not only entail shared interpretations of behaviors but also actual differences in behavior (Hodgetts & Luthans, 2002). Therefore, this research aims at explicating people' inclination to perform OCB from cultural perspective.

Objectives of the Study
The overriding objectives of this study are to investigate the Chinese values held by staff of five-star hotels within the context of Mainland China in order to:
1. Examine the Chinese values held by the Chinese hotel employees nowadays in Mainland China
2. Test whether Chinese values have a directional effect on OCB or a moderating effect on OCB and its antecedents through two well-structured conceptual frameworks
3. Investigate the interactions between CVs and LMX, CVs and OC, LMX and OC as well as their synergistic influences on OCB
4. Offer practical suggestions for hotel practitioners to improve the major functions of human resources management

Focus of Presentation
In order to present at the PhD networking conference, I have determined to select the aspect of literature review of my PhD thesis so as to share with other fellow PhD students, teachers and professors for them to comment and propose valuable suggestions.

To accomplish the research objectives, in literature review, I began with a blow-by-blow review of China's hotel industry and the current issues in service encountered by five-star hotels, in particular. After an elaborate description of China's hotel development since the open-door policy in 1978 and the main service issues in relation to this study's research questions, I comprehensively explored previous research and studies on the main constructs that constitute the conceptual frameworks of the current study, namely Chinese Values (CVs), Leader-member Exchange (LMX), Organizational Commitment (OC) and Organizational Citizenship Behavior (OCB). For each subsection, emphasis was laid on the salient conceptions, applicable theories etc. proposed by famous scholars in the research history concerning each construct under study. At the end of this section, the hypotheses generated from the conceptual models were proposed and explicated. To summarize, the purpose of the literature review section was to converge views from a macro perspective to the filed of hotel industry in PRC under which the current study was carried out.

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INTERVIEWING: AM I ASKING THE RIGHT QUESTIONS?

Using a Critical Discourse Analysis approach, my research is looking at the politics of the urban event Liverpool, European Capital of Culture. More specifically I am interested in how the series of events and urban (re)development projects taking place in Liverpool are related to the transformations of policy making processes concerning local governance. Since one of the main objectives of Liverpool is to raise the city's profile as much as attract tourists and visitors, this research is directly related to issues around tourism, although I'm affiliated with the UK Centre for Events Management.

For the PhD conference in Bournemouth I would like to present in the methodology session and share my considerations on interviewing. To a certain extent, all the different aspects (literature review, reflexivity, research process, analysis) play a role in this context. The wider theoretical field frames the process of formulating questions just as much as the angle taken in the literature review. Interviewing also has a lot to do with the researcher's reflectivity and last but not least the method of analysing the data informs the question formulation, which is why all these aspects feature as well although I will focus here on the questions arising when conceptualising a semi-structured interview.

The following four questions will structure my presentation:

What do I want to find out? This question addresses the issue of how my questions will need to be phrased in order to prompt answers that provide me with productive material. Ideally, all the keywords and aspects of my research surface in the answers, so that I can then prompt and probe deeper into the respective areas. What I would like to find out are the various understandings of community and citizenship, the interpretations that are mediated in discursive repertoires and assumptions.

What do I expect to find out? The second question regards my expectations when interviewing the respective contacts and my preconceptions concerning the interviewee's (professional) position. Doubtless, I expect different positions regarding political stance and opinion towards the European Capital of Culture, the events and developments, various opinions and diverse levels of identification with both the city and the celebrations.

What would I prefer to find out? This question involves critical confrontation with the explicit, but even more importantly, implicit assumptions in the research and the potential danger of becoming redundant, i.e. reaffirming, in a simplified way, that those in power are the powerful. The aspect of 'preference' may seem to avert objectivity at first sight. However, it seems to be of great importance to reflect on implicit or even unconscious preconceptions that influence the research process and data analysis. Rather than avoiding the question of positionality, my research project aims to contribute to a critical and epistemological understanding of contemporary economic, political and social developments in the context of event-led urban regeneration.

What would I hope not to find out? The fourth question follows a similar point and suggests thinking about potential aspects and information that might be irrelevant for my research, 'delicate' data that could create an ethical dilemma or data that suggests I've started from a wrong angle or asked the wrong questions. Being aware of what I would hope not to find out requires that I direct the interviews away from irrelevant or inappropriate information without putting the respondents off.

The precise wording and selection of questions is critical for the construction of a useful, i.e. productive research interview. This brings the interrelation between question formulation and method of analysis to the fore. Since I am using Critical Discourse Analysis which is concerned with language in use, the way interpretive repertoires are employed, arguments formulated and (even unsaid) aspects are implied if not made explicit, a semi-structured interview approach promises a productive approach.

Along these lines of questions and drawing on Bill Gillham's (2005) 'Research Interviewing' I would like to present the process of formulating interview questions by taking into account the political position and theoretical background underlying my research project.

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Keywords: Extended Social Accounting Matrix, Input-Output Analysis, Tourism

THE ECONOMIC AND ENVIRONMENTAL IMPACTS OF TOURISM

The last 30 years have seen an increased interest in research of tourism as an economic activity as it is one of the largest and fastest growing industries world-wide. However, researchers have faced challenges as tourism is composed of goods and services provided by other economic sectors, besides those provided by the natural environment. From the economic perspective, there have been significant advances regarding techniques for the collection and analysis of data, ranging from the development of the Tourism Satellite Account (TSA) framework, to the use of Input-Output (I-O) analysis and Computable General Equilibrium (CGE) modelling to examine the economic impacts not only on tourism itself but also on other sectors of the economy.

With regard to the natural environment, there has also been a considerable amount of work to appraise the effect that tourism activity has on natural resources. Efforts on this respect include the creation of environmental indicators and tourism ecological footprints. Furthermore, there has also been an increasing amount of research focused on analysing the relationship between tourism, the economy and the natural environment as part of the work undertaken to measure sustainable development. Some of this work relates to the valuation of natural resources both in physical and monetary terms, and the inclusion of environmental data in I-O and CGE analysis.

This research will contribute to the pool of recent research on sustainable development measurement, and has as its main objective the economic and environmental analysis of tourism activity and its influence on other sectors of an economy. The research questions driving this research are finding out whether or not the economic outcomes resulting from tourism outweigh the negative environmental consequences of the activity, and examining if sustainable tourism policies and activities exert positive effects on the environment and the economy.

To achieve the objective of this research, an Extended Social Accounting Matrix (ESAM) will be constructed. A Social Accounting Matrix (SAM) defines the linkages between production, income, distribution, consumption of goods/services, savings and investments and trade, and explains the interrelationships between economic and social statistics by including information on labour and household statistics. The SAM will reveal complex economic linkages and how changes in one or more elements of the matrix will affect the other elements; what is called Multiplier Analysis. A SAM framework displays data in successive rows and columns in the form of a matrix, is flexible enough to integrate and reconcile different data sets for consistency, and can be extended to include other variables such as environmental indicators.

A basic SAM framework assembles information regarding income, expenditure and financial flows of an economy, in monetary terms. Data needed for its compilation is obtained from Input-Output tables, National Accounts, and households' income and expenditures information. The information gathered would show the economic flows related to production activity and consumption as well as the subsequent distribution and redistribution of these flows.

Several steps will be required in the structure of the full ESAM. The first step will be the compilation of industry and household data. The next step will be the incorporation of data related to tourism industries, which will be extracted from Tourism Satellite Accounts (TSA). The last step will be the integration of environmental data, data which will be expressed in physical units.

The proposed extension of the SAM will be done in the form of two extra matrices. One of these matrices will show the flows of natural resources used as inputs or the residuals that have been reabsorbed, treated and reused; in other words, showing the use of natural resources in the productive system. The other matrix will include residuals discharged either for reuse or back to the natural environment, for example emissions, pollution, wastewater, etc.

The framework developed will be applied first to the UK and then to the Mexican economy to establish any similarities and discrepancies in its application, leading to the conclusions of this research and suggestions for further study.

From the compilation of the ESAM a general framework will be outlined with recommendations for countries as to how to implement it. The proposed guidelines will also cover a discussion as to what further data could be included to assemble an even more complete representation of the relationships between the natural environment and the economy, with special reference to tourism. The discussion should also refer to any adjustments countries will be required to adopt to take into account for the particular structure of their economies.

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Keywords: netnography; communities of consumption; tribes; discourse analysis; interpretive repertoires; experiences

USING MARKETING-ORIENTED VIRTUAL ETHNOGRAPHY TO INVESTIGATE COMMUNITIES OF CONSUMPTION IN TOURISM & HOSPITALITY

As the role of culture in buying behaviour has come to be seen as more important over the last two decades, there has been a growing acceptance of qualitative research methods within marketing and consumer behaviour. The need for new methods to research the consumer experience has been a theme of the literature since Hirschmann and Holbrook (1982) first drew attention to the emotional drives, subjective meanings and dynamic evolving processes involved in leisure. If a service experience is inherently interpretative, subjective and affective, then this suggests a qualitative approach is required to understand it.

The new consumer behaviour perspective moves away from the traditional view of customers as rational, cognitive information processors towards a more appropriate understanding of them as participants in a socially connected, emotional world of their own constructed experiences. However, the methodologies typically used to research experiences have a number of drawbacks, including respondent inhibition, researcher influence, and biases of self-censorship. Morgan and Watson (2007a) believe an even more fundamental objection to be that such methodologies do not meet Otto and Ritchie's (1995) criteria for "research methods which are managerially relevant and applicable in a broad range of contexts". Arnould and Wallendorf (1994) make a distinction between ethnographies of marketing and marketing-oriented ethnography: the former study people in organisations carrying out the activities of marketing management, they are supply-sided, whereas the latter refers to taking "an ethnographic focus on the behaviour of people constituting a market for a product or service" (p. 484).

Much ethnography has concentrated on the everyday experience however serious leisure participants (Stebbins 1992) are often seeking a transcendent experience that involves personal growth and fulfilment leading to transformation. Hookway (2008) points out that one area of Internet-based research that has been neglected is the qualitative study of weblogs. In response to these factors, the overall model for my study will be a marketing-oriented virtual ethnography (Hine 2000), or netnography (Kozinets 2002) of the publicly available, online diaries (or web logs) of people who identify as "foodies". I will look below the surface texts of weblogs that describe extraordinary dining experiences, to uncover structured patterns of action, allowing an understanding of the shared system of meanings in the foodie sub-culture or lifestyle.

The sample chosen for analysis is one year of postings (January to December 2006) on the foodie web blog Grab Your Fork, written by Sydneysider Helen Yee. Most of these posts are Yee's amateur reviews based on her regular visits to restaurants. The data will be analysed using a style of discourse analysis that is appropriate for multimedia texts (Muncie 2006). In this context, the term "text" means not only the written part of the blogs, but also pictures and other graphics, and the asynchronous discussion with the blogger's audience which occurs after the initial posting. This will be achieved by considering the interpretative repertoires used by the blog authors, particularly paying attention to the natural interaction between them and their audiences.

The research questions are based around a discourse analysis framework suggested by Muncie, who says that "these questions force the researcher to look beyond the immediate message of a text to reveal how it produces and disseminates particular ways of knowing" (2006 p. 76). The research questions are divided into nine general areas of research, which cover areas such as: the social conditions from which the texts emerge; what the texts reveal about the author and their audience; who and what are considered to be legitimate in the community; and looks for traces or intertextuality.

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Keywords: tourism demand analysis; AIDS model; TVP technique

A SYSTEM DEMAND MODEL FOR ANALYSING TOURIST EXPENDITURES

Over the past decade, tourism forecasting literature has been significantly enriched as diverse econometric techniques have been applied to tourism demand analysis. Following the current trend, the most commonly used econometric techniques in this area are based on single-equation models. Single-equation approach, however, suffers from various theoretical and technical limitations that often lead to less than accurate results. For example, these models lack a strong theoretical base. More importantly, the single equation modelling approach does not allow for the straightforward analysis of the demand for different tourism products, such as the demand for shopping and hotel accommodation.

This study aims to overcome some of the basic limitations of the single-equation models by employing a theoretically sound and technically effective system of equations demand model, namely the linear almost ideal demand system (AIDS) model, to examine tourist expenditure patterns. The AIDS model, advanced by Deaton & Muellbauer (1980) and stemmed from microeconomic theory, allows for the analysis of the demand for different tourism products / services and their relationships simultaneously with regard to a system of equations (one for each consumer good category). Hitherto, this approach has been widely utilised in the analysis of the demand for nondurable goods and foods in the literature. On the contrary, its application in the tourism field is relatively new (Li, *et al.*, 2004). This study integrates the AIDS model with the error correction mechanism and examines tourist expenditure allocations to a group of tourism products / services (i.e. shopping, hotel accommodation, meals outside the hotels and expenditure on other tourism services). This error correction AIDS (EC-AIDS) model has been proposed but has so far not benefited in examining the dynamics of tourist expenditure categories in the existing literature. This study represents the first attempt in applying the dynamic EC-AIDS model to analyse how tourists allocate their expenditure among different tourist goods / services.

In this study, a static AIDS model is established first to generate the long-run equilibrium of tourist expenditure patterns. The budget share for good i (i=1, 2, …, n) is the dependent variable and n equations are estimated simultaneously in one system. We estimate the budget share of the ith good as

$$w_i = \alpha_i + \sum_j \gamma_{ij} \Delta \log p_j + \beta_i \Delta \log \frac{x}{P} + \sum_k \varphi_{ik} \Delta dum_k + \varepsilon_i \tag{1}$$

where p_j is the price of the jth product / service, x is total expenditure on all products / services in the system, P is the Tornqvist aggregate price index (1936), x/P is real total expenditure, dum_k is a dummy variable that captures the effect of a one-off event and ε_i is the normal disturbance term. The parameters to be estimated are a_i, b_i, φ_{ik}, and γ_{ij}.

The next step is to estimate a dynamic EC-AIDS model, which can effectively describe the short-run dynamic characteristics of economic activities. We examine the relationships among the demand variables through the following specification:

$$\Delta w_i = \alpha_i + \lambda_i \mu_{i,t-1} + \sum_j \gamma_{ij} \Delta \log p_j + \beta_i \Delta \log \frac{x}{P} + \sum_k \varphi_{ik} \Delta dum_k + \varepsilon_i \tag{2}$$

where $\mu_{i,t-1}$ is the EC term derived from the long-run static AIDS model of equation (1) that measures the adjustment of the decision errors made in the previous period and Δ is the difference operator.

This study further incorporates the time-varying-parameter (TVP) technique in the EC-AIDS model. The TVP technique relaxes the restriction on the constant coefficients of the independent variables. The TVP models are more consistent with reality as the changing effects of independent variables on tourism demand over time are accounted and thus, resulting in more reliable and accurate estimations. Specifically, instead of being constant, the coefficients α_i, λ_i, γ_{ij}, and β_i in Equation (2) vary over the estimation period.

Due to the flexible functional form of the AIDS model, the elasticity analysis can be easily carried out. Appropriate tourism policies to enhance the competitiveness of the studied destination can be derived from the implications of specific elasticities. For instance, different consumption patterns support a diversified marketing strategy for different market segments; different price elasticities may lead to a flexible pricing policy for different products/services; and the complementary effect between two different products may suggest joint-marketing strategies by the two products/service suppliers.

In addition, homogeneity and symmetry are two major restrictions in neoclassic consumer demand theory. Homogeneity restriction requires that a proportional change in all prices and expenditures does not affect the quantities purchased and symmetry restriction requires that the substitution matrix is symmetric. To date, application of TVP-EC-AIDS model with these two economic restrictions has not been investigated. Another distinctive contribution of this study is to breach this gap. In this study, eight main tourism source markets of Hong Kong are analysed separately. The source markets considered are Mainland China, Taiwan, Japan, USA, Singapore, UK, South Korea and Australia. For each source market, tourist expenditure allocations to shopping, hotel accommodation, eating outside the hotels, and other expenditures, and their relationship are examined. Annual data for the perio 1984-2006 are collected from the official sources. The empirical analysis is done using the econometric software known as EViews version 6.0.

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PUBLIC INTERPRETATION OF ARCHAEOLOGICAL HERITAGE AND ARCHAEOLOGICAL TOURISM: A LITERATURE REVIEW.

This paper presents part of the literature review done for my on-going PhD research about the role of interpretation and presentation of archaeological heritage to the general public, tourists, local communities, school students. The main objectives of this literature review are to:
- provide a summary and undertake critical review of related extant literature in regard to the potential of public interpretation (PIN) in communicating archaeological heritage (AH) values in particular to the general public; more emphasis will be placed on PIN and archaeotourism. The exploration of the current state of knowledge practices in PIN will help in determining some of the luminal areas that have not yet been enough studied by professionals and scholars in PIN;
- establish and define linkage amongst the various related issues to PIN of AH in particular and to learn how this research is related to the previous works of other scholars in PIN;
- provide initial explanation for the phenomenon in question during the informal piloting phase as well as identifying data sources that other scholars have used; and
- explore best practices relative to PIN of AH to provide a basis for the development of an alternative approach to PIN appropriate to the Omani context.

To explain these objectives, the presentation will be more focused on the interconnection between interpretation industry and archaeological tourism (archaeotourism). New conceptual definitions are developed for both interpretation and archaeotourism. Also, the paper talks briefly about the history of PIN in respect to AH in general and to archaeotourism in particular.

Also, the presentation will shed light on those various values discussed in the current literature in regard to public interpretation of archaeological sites, including educational, managerial, economic, and edutainment. Moreover, some of the major controversial issues in interpreting archaeological sites to the public are discussed. This will includes such issues such as the interconnection between the excluded past, conservation, authenticity and interpretation. Another important discussion will be about the critical role of PIN in accomplishing sustainable archaeotourism and at the same time providing a constructive experience for the visitors. Furthermore, planning, managing, and evaluating challenges facing the interpretation of archaeological heritage are also discussed. Finally, the presentation will conclude by referring to some of the major gaps that need to be filled in relation to the interpretation profession with special reference to its connection to archaeotourism in particular.

So far, the literature shows major shortcomings in various aspects of current PIN research at theoretical, practical and methodological levels. For instance, most of the available literature is focused on developed countries. Also, in regard to PIN of AH in particular there is limited research in the theoretical and practical sense such as those relative to defining, planning and delivering interpretive services issues. For instance, one of the main underdeveloped aspects in regard to PIN in the developing countries is the essential importance of the socio-cultural context in PIN, including Islamic countries. As in many other tourism-related researches, in regard to heritage interpretation the differences which exist within and between all communities were given little attention despite the value to understand social life.

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Keywords: Performance, Tourism, Toilet

PERFORMING TOURISM PRODUCTIONS: RE-IMAGINING REPRESENTATIONS OF IDENTITY IN SINGAPORE

In the tourist pursuit of leisure, the desire of body and its propensity of pleasure engage the consumption of place. Spaces are re-ordered and re-presented to encompass the organism of the body. More than asking how the body experiences place, it is also important to ask how place defines body and how body assigns emergent meanings to place. This paper is a part of my PhD research; the focus of the presentation being an introduction to the literature review using a case study to contextualise 'invisible' performances and the relocation of space in examining toilet discourse in tourism.

Ritualised toilet is embedded in various aspects of society as a form of order. Dirt and its emotive, disgust defies a regulated performance of the body. Yet it is evident in these body policies that abjection is a necessary reinforcement of how body is to be performed (or not performed). The acknowledgement of its liminality and its transcendence is constitutive of dynamic embodied practices in tourist settings. Spaces are embodied through representations and experienced as transformations. By looking at various lived spaces, we assimilate the discourses of the toilet and the ways in which we perceive body and space relations. The toilet is exemplified as an embodied place, but it is also an "everyday" cleansing process incorporating the body. It is both the act and the place in which the act is performed. In performing the sacred toilet is a presentation of self and the attribution of identity.

The tourism of place is reflected in constructed identities performed for the purpose of consumption. In the destination marketing of Singapore, one such message transmitted and consumed rather effectively is the representation of cleanliness encapsulated within a national consciousness. 'Cleanliness' is a script that is upheld and performed in a way to reinforce identity, and simultaneously projected as a tourist product. Injected with a 'value', it exists as an everyday discourse, maintained through performances by both locals and tourists.

The 'clean' narrative is manifested in the World Toilet Organisation (WTO) established in Singapore with a membership of 41 countries dedicated to improving toilet sanitation around the world. WTO also founded the world's first Toilet College to facilitate this initiative through an institutionalized curriculum. A meta-narrative is also contained within signs in lifts (in non-touristic areas) that read, 'Armed with Urine Detection Device (UDD) ' beside an image of a camera. Although not much is known about this mysterious apparatus, the discourse around it presupposes a primordial behaviour, its ubiquity and its control mechanism in a new space we could call the mobile toilet or the alternate toilet. Is cleanliness then a direct resultant of regulation as a social control which determines a particular ordering of space and questions the kinds of meanings given to its consumption? How are the emerging sensitivities of dirt and disgust masked and subverted through their implications of their cultural interplay with its other?

New meanings emerge when new spaces are being created and new identities are being forged. Enactments in non-tourist settings become incorporated into the tourist performance in terms of protection or projection. How do performatives in non-tourist settings influence those in demarcated touristic ones? What are the kinds of cultural impetuses which could contribute to the perception of the toilet condition? If the UDD plaque was shown to the tourist, would the tourist be impressed with a rediscovery of the truly authentic as part of the everyday, or will there be a de-reification of experience, a sense of alienation which arises due to the mismatch in terms of representation of what it means to be clean?

Epitomised by the toilet and its representations, new discourses on 'civilized' toilet use and their everyday representations and performances are being constructed. The production of place coincides with the production of image, where the implicit toilet rhetoric is performed through a cultural imagination and the creation of new spaces and discourses. The making of body and spaces posits a contextual anecdote of the Singaporean Toilet as embodied space that encapsulates body and cleanliness in tourism. This paper seeks to investigate the performance of toilet discourses as representation of cleanliness and its concatenation with the tourist encounter in the construction of identity.

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THE CREATION OF A THEORETICAL FRAMEWORK FOR RESEARCHING SMALL TOURISM BUSINESSES IN DEVELOPING COUNTRIES

Tourism is by many considered important economic and social phenomenon, especially in developing countries. Some argue that stimulating growth of small (informal) tourism enterprises and their linkages to the formal tourism world could improve the livelihood of the poor in these countries. Ironically, empirical work on small businesses in developing countries remains limited and little is still known on the reasons why and ways in which small informal tourism businesses work and link with each other and formal tourism enterprises and how external factors influence these linkages (Torres and Momsen, 2004).

Even though quite a lot of research has been done on both entrepreneurship and informality, this may not be immediately applicable to tourism businesses in developing countries. As Thomas (2004) mentions, it is apposite to look at small tourism and hospitality firms as a distinct analytical category from small business enterprises as a whole. Furthermore, existing concepts in tourism entrepreneurship research in developed countries may be inappropriate for describing entrepreneurship in the informal economy of developing countries (Thomas, 2004). Therefore, a critical appraisal of existing concepts from the literature is required and this is what I do in my PhD research. Specifically I will look at the way the literature on small businesses and entrepreneurship, informality and social networks can be applied to township tourism in South Africa.

First the traditional disciplinary ways of looking at entrepreneurship and small businesses are looked at. Some of the ideas from these approaches are now considered outdated. However, they are essential for an understanding of the subject and can help clarify some of the myths surrounding entrepreneurship and small businesses. Also they consist the elementary building blocks that allow me to position myself on several of the debates that are still being held today. When the classics have had their say, my attention focuses on current approaches on entrepreneurship that work from a more interdisciplinary point of view. After this, I believe it will be clear that the comparison between entrepreneurship and pornography is not as farfetched as one might initially think (Mitton, 1989). However, this does not stop me from applying the insights on small businesses and entrepreneurship to the setting of tourism in developing countries.

As many small tourism businesses in developing countries are considered to function at least partially in informality, this stream of literature is investigated next. While it is true that a fair bit of research has been done on informality in developing countries, I believe there still are some common misconceptions left to unravel. Of course I also will look at the way in which the main concepts in research on informality and social networks are applicable to the context of the current research.

Then I look at the possibilities for integrating these related, but also very much differing concepts. I hope to make clear that the two sets of literature are actually to a large extent complementary and can be brought together into a coherent theoretical framework that is applicable to entrepreneurship in developing countries. Finally I aim to show the possibilities for using the analytical framework to analyse the phenomenon of small (informal) tourism businesses in the townships surrounding Cape Town, rubbing shoulders with large and formal tour operators.

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Keywords:

CLIMATE CHANGE – CHALLENGE OR CHANCE FOR TOURISM IN AUSTRIA

Motivation: After graduating at and working as a visiting lecturer for the Department of Geography & Regional Science at the University of Graz, Austria, the University offered me the chance to enhance my knowledge about the tourism-industry and related branches by composing a doctoral dissertation about the development of tourism in Austria considering the regional effects of the global climate change.

Austria is well known by tourists for its natural environment especially the Alps which are a main potential for tourism but according to its sensible ecosystem very vulnerable to climatic changes. Therefore climate induced changes could affect the attractivity of the Alpine region for visitors – not only in winter but also in summer. Due to the worldwide growth of transportation systems, the increasing mobility gives us the chance to reach every spot on our planet more or less easily – which means competition. Therefore it is necessary for the Austrian tourism-industry to present its tourism offers on a high quality level to remain attractive for tourists. It is a great opportunity to do research on such an important topic for the Austrian economy (approx. 10% of the Austrian GDP, 2007).

Problem statement: According to research results climate change will affect the Alpine region in a negative and a positive way. Austria is a worldwide well-known destination for winter holidays. Most of the inner-Alpine regions have a strong focus on skiing-activities which are depending on the existence of snow. Regarding the latest results of research the availability of snow can no longer be assured for certain regions (e.g. Carinthia) and elevations (below 800m) in Austria. Technical solutions by using snow making machines have become very important but also cost intensive for winter sports regions.
For decades many of the well-known winter sports regions could take profits out of the unique landscape and a certain offer of ski-lifts and slopes. Over the last years some of the regions succeeded in improving their tourism infra-structure in order to stay competitive. Therefore it is necessary to investigate these regions to create scenarios for those winter sports regions lagging behind.

As mentioned before Alpine Austria also attracts tourists during summer. On the one hand it is the scenery – the mountains, lakes, forests etc. - with a lot of possibilities for outdoor activities on the other hand it is the cultural attraction in an Alpine environment. It has to be investigated, if climatic changes will affect summer-activities too.

Approach: The main potential of Austrian tourism is the natural environment - especially the scenery of the Alps. This natural environment will be affected by various dimensions of climatic changes. These effects must be evaluated and transferred into a spatio-temporal model for the Austrian tourism-industry. Tourism in Austria will face the problem that some regions will have to upgrade, adapt or change their current tourism facilities while others can start with a planning process to develop as a tourism region due to changing and therefore improving climatic conditions (e.g. less rain in summer). The goal will be finding out positive and negative effected regions and the finding of acceptable solutions?

The basis of this work is to give an overview over the range of tourism offers in Austria and the spectrum of branches involved into the value chain of tourism. Parallel to this an analysis of research results concerning global warming and climatic changes will be done. This will lead to important parameters to be implemented in a tourism-climate-related system model to analyse this complex system using a holistic approach. A second methodological approach is based on an intensive debate about national and international case studies. The third approach is the realization of an opinion poll. This poll takes place in selected tourism regions by interviewing tourists as well as decision makers regarding their needs and ideas for improving tourism destination under the auspices of a changing climate.

Results: The output contains two main levels of results. Based on the system-model the study provides information about how different Austrian tourism regions are affected by regional variations of climatic changes. This is the basis for constitutive research.
The second one is build upon these results, is application oriented as a flexible study in a selected tourism region. This test case should be able to be adapted and transferred to other tourism regions.

Conclusion: The climate is changing and tourism regions have to adjust their offers and behaviour. However this work is not designed as a guideline for "how to save our planet", it will try to provide sustainable solutions for the Austrian tourism-industry in order to remain a global player under changing (climate) conditions.

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Keywords: tourism employment, migrant workers

THE EXPERIENCE OF POLISH MIGRANT WORKERS IN THE HOSPITALITY INDUSTRY IN THE UK

This presentation aims to outline a research project looking at the experiences of the Polish migrant workforce in the hospitality industry in the UK.

Contemporary migration from Poland to the UK since the 2004 EU Enlargement has become an important and controversial topic debated in the wider political and social arenas. According to official data from the Home Office on the influx of the A8 migrants those who leave Poland for the UK are predominantly young and many of them have tertiary education but find jobs at the bottom of the pay scale. This influx from the new members' states led to a significant increase in the foreign workforce in the UK hospitality sector thus becoming one of the most popular sectors of employment among the newcomers.

Although the hospitality industry has a reputation of being low-skilled, physically demanding and lacking clear career prospects, the sector attracts many Poles who are able to fill problematic vacancies. It is striking that: 'Immigrants may be highly skilled and potentially in demand from a wide range of industries, but there is a tendency for them to enter the labour market via the hotel and construction sectors' (Devine et al. 2007a).

Despite the emergence of a number of studies on the growing international hospitality workforce (Baum et al. 2007, Devine et al. 2007a, Devine et al. 2007b, Mathews & Ruhs, 2007) there is little known about the experiences of Poles in hospitality, although research show that they are the biggest group of workers. For example, why do they choose to work there, what are their perceptions of the jobs they have been doing? Do they consider working in this sector as a career path? Are those jobs seen by migrants as 'low-status jobs' or 'secondary sector jobs' as labelled by the British media? Finally, what is the capital they gain from jobs in the hospitality sector?

By using in-depth interviews, Netnography (Kozinets 2002) and an online survey this multidisciplinary study aims to develop a picture of Polish migrant workers in hospitality in the UK. Considering the high usage of internet among Poles, both in their home country and abroad, research methods using the internet will explore firstly, the motivations to work in hospitality and work histories, secondly, the adaptation experience and, finally, their aspirations connected with jobs in restaurants and hotels in the UK.

This presentation aims, firstly, to outline the project's objectives, rationale for studying the topic and research strategy, and secondly, to discuss the initial findings from the qualitative approach. The preliminary themes include the importance of networks, the accumulation of Human capital and career paths. The concepts of Human Capital and Network-mediated migration can further explain why the Polish migrants engage in this sector of employment.

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Keywords: Tourist agency, Everyday life, Consumption of place, authenticity of belonging

EVERYDAY TOURISM: EVERYDAY TOURISTIC AGENCY IN THE RESIDENTS OF BOURNEMOUTH

As tourism policy within the post-decline south coast seaside resort of Bournemouth continues to focus on capturing new niche markets and 'new types of tourists', there is a need to reconsider who are and who aren't tourists. Students, migrant workers, second homeowners, retirees and other residents all have a stake in the local tourism economy. Locals are also tourists in sense that they engage with many of the same places and activities as visitors. This is reflected in the shift in emphasis away from seasonally based tourism and towards what I will term everyday tourism: the everyday touristic consumption of place and increasingly tourist-like relationship between people and the places in which they dwell. Bournemouth Borough Council's Leisure Strategy is centred on the marketing of the 'seafront environment to residents, particularly during off peak periods' (Bournemouth Borough Council, 2006). It is without question that residents are vital to Bournemouth's tourism economy, however, I would like to take this idea several steps further in suggesting that the residents of Bournemouth are at the vanguard of tourism in a wider sense.

In a recent poll of 6000 people across the United Kingdom carried out for the First Direct bank to ascertain what factors contribute most to their happiness, participants form Bournemouth were shown to be the happiest and most contented. According to an article in the Bournemouth Echo the poll established a hierarchy of factors contributing to individual happiness. Relationships with significant others, personal freedom ('the ability to do what we like'), and fulfilment through work were cited as being most significant in determining individual happiness. Alongside these self-oriented factors, the poll also showed environmental factors and belonging to place to be equally important in maintaining the ontological security of individuals. This is interesting because it challenges the post-structuralist idea that belonging to place is outmoded in an age of trans-global communication and mobility. Likewise the notion of travelling to escape only serves to problematizes our everyday lives as it forces us to question exactly what it is that we're escaping from and exactly where we're escaping to. Leisure and tourism proffer ideals of self-determinism and authenticity. However, are the commoditized identitarian discourses that haunt our everyday choices really what we seek?

Urry (2002) and Larson (2008) note that the phenomenon of 'time-space compression' (Harvey, 1989) makes it increasingly difficult to distinguish between the images and experiences of tourism and those of everyday life. As Larson suggests 'distant places travel in and out of our living rooms' (Larson, 2008: 24). However, as well as 'time-space compression' we also encounter increasing 'time-space distanciation' (Giddens, 1990) as our social networks are stretched across larger geographical areas. These ambiguities not only have implications for how we define tourists, but also force us to question discursive representations of the authenticity of belonging. In other words the way that migrants use narratives of authenticity to demarcate the transition from "tourist" to "local", "outsider" to "insider". Indeed, as Hughes (1995) observes, such narratives have haunted tourism studies since the release of MacCannell's foundational book (1976). However, in narrating the transition from "outsider" to "insider", do migrants lose the 'subject freedom' that MacCannell (2001) sees as vital to agency from institutionally and self-imposed representations? Moreover, does the process of (re)presenting Bournemouth for ourselves and others help us to form a more substantive connectedness with the area, or does our sense of belonging come via non-representational practices.

It can be argued that the experiences of foreign tourism have taken the function of the holiday beyond that of legitimised transgression and institutionally sanctioned escapes from the norm. The exposure of individuals to difference and otherness, together with opportunities to reflect upon their own situation that the "time-out of time" nature of the foreign holiday encourages, have arguably helped facilitate social agency at home. The term everyday tourism does not simply imply that "we are all tourists", but prompts us to think about the relationship between tourist practices and everyday social agency. Instead of looking at leisure as a metaphor for self-determinism, everyday tourism characterises the un-self-conscious, existential and embodied experiences of tourism rather than the un-proprioceptive, egoistic ones. I will argue that it is these kinds of touristic practices that best facilitate individual and collective agency in everyday life. In reviewing articles by Dovey (2000), MacCannell (2001), Edensor (2001), Hom Cary (2004) and Larson (2008), I will attempt to explore the possibility that everyday touristic practices might facilitate individual and collective agency in the residents of Bournemouth and Poole.

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CONSTRUCTING THE NORTH-ATLANTIC SEASCAPE: FROM LITERATURE REVIEW TO ANALYSIS

For my PhD I am analysing the construction of the North-Atlantic seascape for and by tourists in the 1950s to the 1970s. I would like to find answers to the following questions: What meaning did the North Atlantic have for Tourists? How was North-Atlantic seascape conceptualized and constructed in tourism? How did tourists experience the Atlantic and travel across it, first by ship and then by plane? In other tourism research similar questions have been asked, but these questions were mainly concerned with land-based tourism destinations. Therefore, my literature review mainly considers landscape studies to then try to apply a similar approach to the ocean and develop the theoretical framework for the analysis of seascapes.

In current tourism research and other cultural fields the analysis of landscapes and spaces has gained popularity under the so-called spatial term. Researchers analyse the social construction of landscapes. Furthermore, they are interested in the location and construction of behaviour in relation to space. Accordingly, debates around landscapes are concerned with the definition, design and creation of spaces by humans and with the dynamic interaction between real places and their mental and visual images as well as the shaping of behaviour through spaces. These analyses often consider the built environment of the city and the different uses and creations of city space. Therefore, an integral part of cultural landscape studies is the interpretation of the physical landscape as well as its representations in relation to practices within this space.

In my research I am taking this analysis of landscapes to the sea, more specifically the North Atlantic. Atlantic historians have been aware of the importance of Atlantic space since the post-war period. The creation of transatlantic systems like NATO increased the awareness of transatlantic phenomena, and research on the African Diaspora, on colonial societies and on empires has revealed the important role of the Atlantic in separating and connecting people, goods and ideas. Furthermore, from a European and North American perspective, crossing the ocean and the North Atlantic in particular has held a special fascination. In comparison to other journeys sea crossings have been granted a special status as a rite of passage.

I am following the ideas about the fascination and importance of the Atlantic and am connecting them to the creation of spaces. Within the realm of tourism I am going to look at tourists who crossed the North Atlantic first by ship and then by plane. The different physicality of land and water is the main difference between the study of landscapes and the study of seascapes. Accordingly, the focus of the analysis of seascapes lies on its representations in visual images and narratives and on the imagination of the ocean. One example of these representations are maps, which are fixed in a particular medium. On a more fluid level the Atlantic is represented through different cultural practices and in mindscapes. These mindscapes or mental maps encompass peoples' concepts of the Atlantic. In this sense, the Atlantic can, for example, be seen as part of the metageography of the "West".

The Atlantic as a tourist space comprises a specific part of the more general mental maps. The spaces that are created as part of the tourists' North Atlantic are spaces of transit and tourists experience the North Atlantic by means of transportation. These means function as markers of and representations for the Tourists' Atlantic's space that are also accessible to non-tourists. At the same time, the ship as a means for crossing can be conceptualised as a tourist enclave, and ships and planes become social spaces. The experience of those spaces and the narratives about them give meaning to travel across the Atlantic. Furthermore, both, experiences and narratives, play a vital part in the construction of the North-Atlantic seascape.

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CHINESE NEW YEAR FESTIVALS IN BRITAIN: PRODUCTION AND REPRESENTATION OF DIASPORA CELEBRATION

For my PhD project, I investigate the production and representation of the Chinese New Year Festivals in Britain in connection with the emerging and dynamic relationships between the British-Chinese community and Chinese student community. The main aim of my project is to explore what roles Chinese New Year Festivals play within the Chinese ethnic community. Currently the limited diaspora festival studies usually focus on the cohesive forces of diaspora festivals within the diaspora communities. However, festival studies in tourism and culture studies pay much attention to a more multifaceted role festivals play for the community members. Therefore, in my literature review I will borrow relevant theories and approaches from them and develop a theoretical framework for the investigation of the production and representation of diaspora festive celebrations.

Traditionally, anthropologists examining ritual and festival have emphasized their roles as unifying forces within the community to promote the solidarity. They regard festivals and/or different rites within a festival as texts or narratives of myth, legend or folktale, which are particularly relevant in the mythical or historical memory of the community. Community members are reminded of their Golden Age, their tribulations or other stories related to versions of their history. The function of these kinds of narratives is to construct a community consciousness – to connect an individual to a collective. However, gradually, festivals are found serve as moments for emergent conflict as well as solidarity. The conflicts are relates to generation, gender, dialect/language, historical origin, internal power distribution and other aspects. The scholars usually look into the festivals from this aspect in connections with the social, economic and cultural changes among the community.

The studies on festivals usually focus on the festival structure, on the function and meaning of festivals. The morphology of festival is used to study the linear sequence of festivals and the symbolic meaning of basic units that constitute festivals (e.g. "rite" or "function"). Moreover, the focus of the analysis of festivals lies on the representation of the products of material culture, e.g. the venue, decoration, clothing of performers, language (speeches and public addresses), brochure, contract, and programme list. However, apart form the level of festive performance or festival itself, the scholars who pay more attention to the emergence of conflicts intrinsic to the community investigate the organizational stage of festivals either (e.g. the actual meetings). During the organization process, the representatives from different benefit bodies struggle to determine whose values, whose identity will be displayed.

The conventional definitions of diaspora emphasize the connections between diaspora communities and the "home". Therefore, the cohesiveness of diaspora and transnational communities tends to be over-emphasized. Actually, the heterogeneity may co-exist with cohesiveness or sometimes threatens the unity. On the contrary, the current diaspora festival studies mostly focus on the relationship between the diaspora communities and the "host". Resistance, liberation or freedom used to be popular themes for diaspora festivals. However, along with the entry of diaspora festivals into the consumer economy, debates about the representation of diaspora festivals to be purity/hybridization, traditional/modern, or participatory /spectacle are aroused within and beyond the diaspora communities. These also have brought influences in the internal relationships among the diaspora communities.

In my research, I will integrate the approaches that scholars study the festivals' roles within the community, solidarity or/and conflict, to explore the multi-faceted roles of diaspora festivals within the diaspora community, with reference to the Chinese New Year Festival in Britain. The internal relationships between different groups within Chinese diaspora communities are complicated, which relates to the mediating forces that include national and local policies, history of different groups, international relations between China and UK, transnational flows of capital, people and ideas, and conception of Chineseness.

In the past, only Chinese New Year Festivals based in Chinatowns and organized by British-Chinese communities, conventionally defined as a Chinese diaspora, were accessible to the wider society in Britain. These festivals were organized by Chinese migrants who mostly arrived in the 1950s-1960s, who are the majority of Chinese people in Britain currently. Since the 1980s, the growing and significant numbers of Chinese students from Mainland China have arrived to study at British universities. Increasingly, Chinese New Year Festivals are being planned and staged by British-Chinese communities in partnership with branches of the Chinese Student and Scholar Association (CSSA). It is in this context that I wish investigate the production and representation of Chinese New Year Festivals in Britain influenced by social and cultural change among Chinese communities.

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A CONCEPTUAL FRAMEWORK IN AN APPLICATION OF ECOLOGICAL FOOTPRINT ANALYSIS IN TOURISM DEVELOPMENT

Environmental problems have long been considered as a crucial issue in tourism management, particularly in the context of the sustainable development. After all, there has been much pressure on tourism to become an environmentally responsible industry. However, a growing concern for global environmental change has led to calls for more action and planning across the tourism industry because destination environment is no longer serving solely as a significant factor in tourism competitiveness. Tourism, destinations, and environments play a much wider and more crucial role in the globally-integrated ecosystem and we need to respond more clearly in joint action and to evaluate of the wide range of environmental impacts contributed by tourism and related development. Undoubtedly, therefore, there have been a number of attempts to develop more comprehensive approaches to the issue of measuring the resources used and environmental impacts related to tourism and the global imperative for sustainable development. One of the most effective ways for deciding upon future policy and action is Ecological Footprint Analysis.

This more conceptually-oriented paper aims to explore the application of Ecological Footprint Analysis in the context of tourism. The paper present the culmination of a first-year of design work on a PhD covering tourism and environmental resource use. Literature reviews, especially those which aim to bring ideas from other disciplines and subject-areas into tourism studies, can often raise a number of unanticipated problems and dilemmas, not least for the downstream choice of appropriate methods, development of instruments, and selection of appropriate sampling and/or case-study locations.

The 'footprint model' is increasingly employed in measuring the sustainability of tourism development and evaluating natural-resource consumption in tourist destination. There are two major parts to this paper: first, the history and background of ecological footprint concept is addressed briefly by laying some of the fundamental principles and theoretical issues of this approach; second, the paper examines how the ecological footprint concept is used to measure the impact of human activities on the natural environment in a number of different contexts and the issues of implementation and interpretation this creates, as they then relate and impact on tourism analysis. For instance, the concept is widely used to assess progress towards sustainable development but it has been adapted and expanded to be applied in various situations and by those in a number of disciplines. It also can be used in varying scales from local to global in various sectors from government to businesses. Many ranges of timing can be used as it can evaluate sustainability in the present as well as estimating level of environmental impact in the future.

Thus, this paper makes the important argument that an adaptation of the footprint concept is required in analysis of tourism development. There are various points of view in applying ecological footprint to measure sustainability in tourism context. Most researchers point out that ecological footprint is a significant tool in the assessment of sustainable development in tourism. As such, it could be equally applied as a consistent measure across other destinations, and it could also account for travel-related impacts in other components. However, as mentioned in the second part of the paper, ecological footprint has both pros and cons. Some limitations of ecological footprint framework are, for instance, that there can be a lack of adequate accounting for the main source/s of consumption such as wastes contribution and energy consumption, each of which is critical to the success of sustainability monitoring. Another main point is that some claim for monitoring in all aspect of sustainable tourism development as environmental, economic and social issues rather than using ecological footprint to assess the environmental problem solely. Nevertheless, indeed, it should be noted that even though the size of resource which is consumed by tourists can not affect tourists' decision-making directly. Moreover, although it cannot not significantly change their consumption pattern, footprint data can still be important for policy makers. It can facilitate and influence the development of decision-making through environmentally pro-active management plans as well as broadening their environmental perspectives, especially the comparison of destination impact from local to global view. The consumption of resource such as energy, water etc., is depicted as well as the size of resources used to is quantify from an ecological perspective the next step of action in policy formulation through such questions as 'how much resource is needed, what do we have available and how to use available resource in efficient way?'. In other words, the footprint model facilitates more effective data collection and analysis for sustainable planning to deal with the complicated challenge in the era of global climate change that call for more consideration in integrating tourism development and global environment trends.

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Keywords: Risk Assessment, Sustainable Tourism, Environmental Indicators

A NOVEL RISK ASSESSMENT METHODOLOGY FOR THE TOURISM AND RECREATION INDUSTRY - EVALUATING ENVIRONMENTAL INDICATORS OF SUSTAINABLE TOURISM

The potential effects of tourism and recreation on the natural environment are well established and have been the subject of extensive research in recent decades (Hunter and Green, 1995; Newson, Moore and Dowling, 2002; Mason, 2003). Any adverse environmental impact resulting from tourism and amenity development has negative implications for sustainability, particularly with regard to the preservation of natural resources, biodiversity and amenity value. The economic sustainability of tourism may also be affected if a destination, known for its quality of natural environment, subsequently becomes less appealing to potential visitors (Butler, 1993).

Various attempts have been made to establish mechanisms for the empirical evaluation of the impact of tourism and recreation on the natural environment and amenity value of a destination. Chief amongst these is the use of sustainability and carrying capacity indicators as advocated by the World Tourism Organisation (WTO, 1994). However, a number of limitations are associated with this and other similar approaches. These limitations mainly concern the quality of available data and the ability of researchers to objectively link, combine and interpret such data in order to provide meaningful evaluation of environmental effect (Hughes, 2002; Williams, 1994).

Risk assessment is a concept which has evolved concurrently within Science, Engineering and Social Science disciplines (Frosdick, 1997). User/practitioner risk assessment is an adaptation of established risk assessment techniques with an emphasis on the social science model (Cox and Tait, 1997). It is used extensively in disciplines such as safety management (McDonald and Hrymak, 2002) and is designed to overcome the difficulties of evaluating impact or risk arising within complex or abstract systems where the relationship between cause and effect are multifaceted and difficult to quantify (Warring and Glendon, 1998). Such complexities are synonymous with tourism and the natural environment. Therefore the use of a user/practitioner risk assessment methodology presents itself as a logical progression with regard to the provision of a more holistic and practical evaluation of the environmental impacts of tourism and recreation.

Regular and structured monitoring of selected environmental variables is central to the risk assessment methodology under development. Testing the risk assessment methodology is a key element of this research and, in this context, an appropriate study site was chosen and a structured monitoring regime was established accordingly. The initial study site chosen was the eastern side of Lough Derg on the River Shannon system in Ireland. This location is an established yet developing tourist destination centred around both water and shore based activities. Lough Derg is recognised for its valuable natural habitat and is designated a Special Area of Conservation under the European Union Habitats Directive.

With regard to this presentation the implementation of the methodology to date has provided an opportunity to evaluate a number of well documented environmental indicators in the specific context of the study site chosen for this research. This presentation therefore provides a brief outline of the novel risk assessment based methodology under development but focuses on the significance of data generated regarding the value of certain environmental indicators. These indicators include parameters for the assessment of noise, water quality and wildlife. Preliminary findings suggest that the value of environmental indicators, in the context of tourism, may be highly influenced by the nature of indicator measurement and by background conditions occurring at a given destination. Conclusions and recommendations are given regarding the potential use of the indicators under review.

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Keywords: qualitative, interviews, analysis

THEMATIC ANALYSIS - A DEVELOPMENT ON CONTENT ANALYSIS

This discussion paper will study how a ‘new’ method of analysis is emerging within qualitative research, expanding upon the concept of content analysis. The research undertaken for the PhD in question, has involved open-ended interviews with key individuals relating to the planning of past Olympic Games post-games legacy. Each interview had a protocol, yet the interviewee was allowed to speak freely within the context of their role and experiences. It is recognised that each interview is unique but themes emerge from the interviews which need further explanation than merely counting the number of times raised. It can be the importance of the theme rather than its occurrence that is allowed to gain precedence within the writing up of the analysis and findings. Thematic analysis is a process used in many qualitative methods and is not so much a ‘separate method’ like grounded theory or ethnography more a process to assist those researchers in need of insight.

Historical analysis of interview data has traditionally been based around the formulation of new theories, as seen in a grounded theory approach, the analysis of discourse i.e. discussions or the content analysis as already mentioned. Thematic analysis is an extension of the traditional content approach. The aim of this session will be to help other researchers identify what is thematic analysis and what is not, why it is important to consider as a tool, where it can be used and show some examples of using it in practice.

The background to thematic analysis is firmly within qualitative methods of research and is becoming more acceptable within social sciences and also as it is a method that translates between qualitative and quantitative methods in giving a rich 'tapestry of information', an aspect which can be intimidating for some researchers. Interestingly, it is also a process many people have used without articulating the specific techniques.

Thematic analysis encodes qualitative data with explicit codes and can be simple or as complex as required, however, the indicators/qualifications must be causally related. A theme becomes a pattern found in the information that at a minimum describes and organises possible observations and at a maximum interprets aspects of the phenomenon. It can also be manifest or latent, inductive or deductive.

There is actually little written in academic writing about the method and its uses, with most knowledge passed on by experienced professors but it does allow for a translator function for those specialising in the language of qualitative analysis. It allows different qualitative researchers to communicate and can apply statistical analysis to data and code as required. Some writers who do discuss it’s merits include Holton, 1973 & 2003, Wolcott, 1994, Fereday & Muir-Cochrane, 2006 and Silverman, 2006,. This paper intends to highlight this advanced form of analysis, showing its application and uses yet also acknowledging its weaknesses but showing how it is applicable to this study.

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Keywords: Agritourism, Political Economy, Rural development

POLICY NEEDS AND RESPONSES TO AGRITOURISM AND RURAL DEVELOPMENT IN THAILAND

Most research on agritourism concerns developed countries, with relatively little research on this topic for developing countries. For both parts of the world, while there are studies of government support for general agricultural diversification, there is scant research on government support specifically for farmers taking up agritourism. This study focuses on these issues in a developing world context – specifically in Thailand – because there is so little research on this topic for this part of the world and because it is growing in importance in some of these countries.

This study examines the Thai government's support for agritourism activities, including the motivations behind it, the expected results, the actual results, and also government encouragement to agritourism as a form of diversification and a catalyst for wider rural development. An evaluation is also made of the government's support for cooperation between agritourism operators, and their encouragement for agritourism in order to promote general rural development in Thailand
A qualitative approach to enquiry was adopted because the research concerns the views and opinions of policymakers and farmers about agritourism activities, government support for agritourism, and cooperation around agritourism. These are all issues where there is a need to understand at some depth personal views about complex issues that concern individual and community livelihoods, the personal requirements and difficulties of farmers in relation to their business activities, reactions to the scope and types of government intervention, and opinions about the appropriateness and degree of success of government interventions, as well as about the differing language or discourses of those involved. Multiple qualitative methods will be used to allow for method and data triangulation so as to increase the "trustworthiness" of the study findings.

One key type of data collection to be used is semi-structured in-depth interviews, with these being used to understand the views of agritourism operators and of government bodies related to agritourism initiatives in Thailand. Participant observation will also be used to explore the interactions between farmers and government agencies and advisors and between agritourism operators in the study areas.

The limited literature on agritourism development in developing countries has encouraged the researcher to examine this topic. Not only will the study contribute new insights on this topic for developing countries, but it will also add to research on government support for both agritourism and for agritourism as a tool for rural development, which are also areas where there is scant previous research.

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TOURISM AND AIRLINE INDUSTRIES: POLICY INTERRELATIONS, INNOVATION AND CONSUMPTION PATTERNS: THE CASE OF CYPRUS.

In the wider context of the tourism and airline industries it is obvious that policy implications have forced an alteration in business dynamic, product development and innovation. Recent consumption trends have been characterised by the emergence of a new profile of tourists who are educated, inquisitive and experienced. The research aims to explore the interrelation of the airline and tourism industries in terms of policy, product development and innovation as the parameters of production axis and to identify the consumer's reaction on the island of Cyprus. This paper reports on the findings and the issues associated with the analysis of a combination of both qualitative and quantitative data, gathered from 26 semi-structured elite-interviews and 300 questionnaire to British tourists respectively. The data analysis, which is currently on-going as I begin to write up the first draft of my thesis, suggests that tourism and airline industries have changed in terms of business and product developments, with the airline to be more innovative and adaptive. Tourists' response is positive since recent changes afford them the privilege to choose among various tourism destinations and airline companies.

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POPULAR PARTICIPATION IN TOURISM PLANNING AND DEVELOPMENT IN TWO VILLAGE-BASED TOURISM DESTINATIONS IN THAILAND

The degree of participation is associated with the public's attitude and behaviour and the concept of the individual having a say in the decisions affecting this environment is a part of the foundation of a democratic system (Loukissas, 1983). Hence, this study provides issues linked with village-based tourism and popular participation in tourism planning and development in two destinations of Thailand. It investigates the aspects of public participation in community tourism planning and development of local residents, the community leaders, community workers and tourism authority. As village-based tourism in Thailand has become more significant towards the country's tourism, there is a need to comprehend the local residents' perceptions and views in public participation in their tourism planning and development. The study simultaneously explores how those residents in the two different backgrounds in tourism perceive the idea of participatory planning and development. Furthermore, this study yields an insight into the methods that the communities use to deal with the difficulties in public participation in their tourism planning and development process.

This exploratory research took place during May-September 2007 and involved participatory observation together with sixty interviews with the residents on sites. The task was arranged with four main elements including:

1.) Participating in the village tourism operations in the Balls of Fire Village in Nong Khai and the King Cobra Village in Khon Kaen;

2.) Undertaking informal conversations with the village members, community leaders and village chiefs, local government staff, and development agencies by using the questions connected with tourism activities in the villages, current levels of citizen participation in tourism planning and development, obstacles of public participation, potential methods to promote citizen participation in tourism planning and development, information to local residents regarding the tourism planning and development, and the availability of social survey conducted to hear the residents' needs and thoughts towards popular participation in tourism planning and development;

3.) Collecting written documents related to the community plans in both villages, and

4.) Studying outside those two villages by interviewing with staff of the Tourism Authority of Thailand in Nong Khai and Khon Kaen who work closely with the villages regarding the past, current and future village tourism projects.

In this study, the researcher provides an understanding of what actually occurs in rural area communities, particularly, in terms of popular participation in tourism planning and development process. The investigation is also based on the knowledge produced through informal interaction with local residents, who each carries his own story and interpretation. The methodological purpose might be considered a common and shared understanding of the reality in public participation in tourism planning and development.

Apart from the portrayal of the interview procedures on site by the researcher to the audience at the University of Bournemouth, the disadvantages of utilizing qualitative interviewing based on Kvale's (1996) work will be presented. Kvale suggests five difficulties affecting qualitative interview process that 1.) the interviewees may say more than they intended to say, and are disappointed in having done so afterwards, 2.) there may be more reactive to personalities, moods, and interpersonal dynamics between the interviewer and the participants than methods such as surveys, 3.) it can be a costly method and the interviewer may take some time to get through it, 4.) the researcher has to spend a plenty of time on analyzing and interpreting qualitative interviews, and 5.) the researcher may apply his/her own personal (subjective) evaluation towards quotes or specific examples to report.

To be incongruent with the objective of this conference, as a research apprentice, the researcher would be pleased to exchange and share experiences from his research fieldwork occurred in his own country and describe them in responding to Kvale's five obstacles. His intention might provide a tool to other beginners and followers in qualitative discipline to be well prepared for their fieldworks and fulfil the task effectively and timely as possible.

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Keywords: International tourism, Economic impact, Beijng 2008 Olympic Games, CGE modelling, Imperfect competition

THE ECONOMIC IMPACT OF INTERNATIONAL TOURISM DURING THE BEIJING OLYMPICS: MODELING COMPETITION LEVELS IN THE CHINESE ECONOMY

International inbound tourism has developed in the context of China's economic transition. During 20 years of the development of international tourism, ranks of China's tourist arrivals and tourism receipts increased from 18 and 34 in 1980 to 5 and 7 in 2003. Given the significant role that international tourism plays in the Chinese economy, it is important to estimate the economic impact of international tourism on the Chinese economy and the impact of different tourism-related policies on tourism development, which would help the Government and tourism-related organizations formulate policies. Therefore, it is necessary to employ an appropriate method to assess the economic impact of international tourism in China.

Existing studies of the impact of international tourism on the Chinese economy have used input-output (I-O) modelling. In two recent studies Yan and Wall (2001) and Oosterhaven and Fan (2006) applied I-O modelling to examine the contribution of tourism to the Chinese economy for the years 1992 and 1997 respectively. As to the methodology used in the two studies, some crucial limitations lie in the assumptions of I-O models, which may lead to unreliable results (Dwyer et al., 2000). Instead, another applied economic modelling technique, Computable General Equilibrium (CGE) modelling has been applied to different tourism research, such as tourism impact, tourism demand and tourism taxation. CGE modelling has been described as a paradigm shift from I-O modelling in tourism economic impact evaluation because CGE modelling has more realistic assumptions and then can generate more reliable results than I-O modelling (Dwyer et al., 2004).

This paper will analyze the economic impact of international tourism on the Chinese economy during the Beijing Olympic Games in 2008 by using CGE modelling. A static CGE model with imperfect competition is built based on the 2002 China I-O table. The purpose of the paper is to explain how CGE modelling can be used in the impact of Chinese tourism on the economy. Four research questions are developed around this research purpose. First, how can we build a static CGE model for evaluating economic impact of international tourism in China? Second, how can we introduce imperfect competition into this model? Third, how can we predict the increased international tourism during the Beijing Olympic Games? Fourth, what do the findings of this CGE model mean?

The results show the whole economy impact, for example, the impact of international tourism on household welfare and the industry level impact (Primary, secondary and tourism-related industries).

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HAPPINESS AND TOURISM BEHAVIOR

Today's society experiences an increasing interest in the study of happiness. People wish to know what may possibly make them happier people. This results in a need for objective information about happiness. There is a lack of adequate knowledge of domains in which people can make such choices. Leisure is one of these domains in which people can make their own choices.

Tourist motivation is an important field of study for tourism scholars. Many motivational theories have been developed and tested since the 1970s. Motivation should be considered the driver for tourists' behavior. Surprisingly less attention has been paid to the end result of leisure travel, namely the subjective well-being (happiness) of tourists. Happiness is usually measured by a rational evaluation of one's life (life satisfaction) in combination with mood. Mood is normally measured by subtracting negative affect from positive affect. Happy people have approximately twice as many positive emotions as negative emotions. Happiness is subjective, but these subjective feelings correspond strongly with objective measurements by means of a brain scan. Cultural differences are evident as well. People in poor countries or countries in war generally are far less happy compared to people living in Western societies.

Vacations ought to result in positive feelings and high scores on vacation satisfaction. The question is if this is really the case. Are people able to fulfill their holiday wishes in accordance to their motivation? Could tourists be restrained in some way which could lead to a negative holiday experience? Travel should have a short term effect on mood and possibly a long term effect on one's life satisfaction. Some research has been done on the effects on mood. Most studies show a slight uplift in mood. The length of this effect has not yet been specified. Nor have differences been explicated in for instance type of holiday, travel party and long or short haul travel. If your holiday type is not one that fits your motivational needs it is likely to result in negative feelings. Wishes of the travel party could result in different type of holiday and thus differing experiences. Travel to and from the holiday destination will affect mood. Long travel times generally do not positively influence one's mood. This could undo the positive effect of the holiday itself.

The long-term effect is a completely unexplored area of research. Studies have shown an effect on mood, and thus concluded that holiday travel has an enduring effect on life satisfaction, which remains to be seen. It seems unlikely that a holiday undertaken two years ago still has an effect on happiness today.

Holiday travel is part of one's leisure activities. The effect of holiday travel could be similar to other types of leisure activities. The time we have for leisure and the way we spend that time could be an important predictor for happiness. Subjective evaluations of leisure satisfaction, and work satisfaction are proven to affect life satisfaction. The effect and length of effect of individual leisure activities (including holiday travel) is unknown.

This study examines the effect of tourism behavior on happiness. The aim is to determine the effect of tourism behavior on mood and life satisfaction. The effect of tourism behavior on mood shall be shown in a 'happiness curve'. This curve visually explicits the effect of vacations on mood. The anticipation of a holiday, the travel time at day 1, the holiday itself (with its various lengths), the travel time on the final day and the memories of the holiday after returning home all play a role in this curve.

Specific attention is paid to differences in culture. Other explanatory variables are not overlooked. Effects of income, age, health, marital status, sex and education are taken into account. The cause/effect relation is crucial. Do happy people travel more, or does traveling increase happiness? Empirical research is done in The Netherlands among Dutch citizens and foreign tourists, in Belgium among Belgians and in Germany among Germans. Empirical research consists of panel data (2), two one-shot case studies and one case study with a repeated measure.

The preliminary results are that holiday travel is by far the most important leisure activity, also when controlled for other effects. Holiday travel seems to affect life satisfaction in the same year. When it comes to life satisfaction the frequency of vacation matters, not the length of stay, travel party or travel time.

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SOCIO-MATERIAL APPROACHES TO INVESTIGATING AND CONCEPTUALIZING THE TOURIST DESTINATION

In my thesis "Destination: Place, identity, power and performance" I explore the continuous construction of the tourism destination in the tension field between its representations and various destination practices taking (and making) place. This ongoing destination construct is described based on the analysis of observations of various processes of material and discursive performances and involvement. The ongoing physically and conceptual building, demolition and negotiation of the destination is seen as undertaken by a variety of agents. Contrary to common tourism research (or social science in general), the agents taken as point of departure in the investigations of this study are not defined solely as individual or group stakeholders somehow involved in, influenced by or connected to tourism. Rather, they are defined through their capacity to *act* on the destination. Defining the actors by their capacity to act – and not for example by their human capacity – incorporates a variety of entities into the analysis. This destination hence connects both human and non-human actors, such as restaurants, brochures, local artists, internet home pages, coach drivers, scenic views, hotel owners, air routes, place myths, ski lifts, cameras and shopping malls. This wide definition of agents as people, artefacts, discourses, technologies and spaces in different ways connected to and working within the destination network expands the scope of investigation in understanding how a destination is constructed – and sustained.

The destination on which these heterogeneous agents act is not seen as a solid entity – simply because of this constant acting/creating/negotiating. Instead, it is seen as a network which is sought stabilised through a number of so-called translations. It is through continuous process of stabilisation that the destination as a (provisional) fixed entity emerges. By looking at how the destination is sought translated in a number of situations, the unstableness and 'assembledness' of the tourist destination emerges.

The socio-material perspective onto the destination construct described in the above is inspired by the Actor-Network Theory first developed by French anthropologist Bruno Latour. The ANT perspective has only slowly gained recognition within the field of tourism research in spite of its ability to include into a qualitative and interpretive analysis the physicality, materiality and technology that undoubtedly channels, generates and contributes to (if not directly creates) tourism. ANT helps seeing the destination as a relational entity, a network constantly performed, created and negotiated by various human and non-human agents. In applying this perspectivem the researcher directs attention not to the essence of our matter of study, i.e. what it *is*, but rather to its working, i.e. what it *does*.

The ANT perspective on the destination as a network and as continuously created by network agents impacts on how data collection is undertaken, in this case through field work. During my four months stay at the mountain town and tourist destination of Zakopane, situated in the Tatra mountains of Southern Poland, I investigated how common tourism-induced images of the destination was challenged by many often conflicting ways of think and talking about, acting, and building the place. Using ANT as a tool, it becomes clear that the destination is far from a fixed entity and not (only) a tourism induced construct. Instead, it is created through the active involvement of many often unacknowledged actors in their various performances on/of place. In relation to the tourism industry, this revealed heterogeneity challenges the common brand management strategy of 'image mainstreaming', often seeking to create and promote one 'unique' selling point. As shown in this study, a variety of actors are in fact part of the destination construct. Question is if this realisation might be used in a more inclusive way of representing and communicating to tourists (and locals) the multiplicity – and true 'uniqueness' - of the destination.

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Keywords: Industrial tourism, Regional and Spatial Development, Industry-Tourism related System Model

THE CONNECTION OF INDUSTRY AND TOURISM AS A POSSIBILITY FOR REGIONAL DEVELOPMENT

Motivation: Having graduated in Environment System Sciences I took the opportunity to work as a project staff member at the Department of Geography & Regional Science at the University of Graz in Austria. In 2007 the University offered me the chance of a PhD position to enhance my knowledge in the field of tourism. The topic of my by doctoral dissertation is dealing with possible connections of industry and tourism as an opportunity for spatial and regional development using the experiences of (old, former or traditional) industrial regions in Europe and the US.

My work will focus on possible options for transforming old industrial regions by analysing the potential impacts and challenges in diverse contexts. The goal is (1) to answer the question of how far a linkage of industry with tourism is able to enhance the economic situation of an industrial region, (2) to which extent problems of old industrial regions such as the loss of prestige or outward migration can be reduced and (3) what kind of obstacles (traditional identities, consequences of industrial inertia,… etc.) avoid a positive future. Consequently, key parameters, key players and success factors will be developed and defined. They are leading to a system model that is going to be the basis for an application oriented transdisciplinary case study approach.

Because most of the available publications are dealing with selected case studies so far, there is a lack of theoretical and methodological research on the topic of industrial tourism. My research concept is designed to fill this lack.

Problem statement: Many old industrial regions are facing structural challenges such as over aging, outward migration, lack of investments, negative location factor and the loss of prestige as well as a negative image. In the majority of cases the loss of prestige can be seen as one of the main criteria for this spatial development. Nowadays, industrial locations as well as regions are associated with smoking chimneys, contaminated landscapes or unaesthetic and dangerous manufacturing plants. In many of these areas tourism, as an instrument for regional development, is seen as an option for changing the negative image and improving the economic situation of the respective regions.

Industry and tourism, as economic sectors, have extremely different features. At first glance it seems that there are no synergy effects possible. But in fact empirical research studies already demonstrate that there are important coherences and similarities between successful recreation and tourism activities and a flourishing economy in a region. Examples include the Waterfront Development in Manchester or the Industrial Heritage Trail in the Ruhrgebiet, Germany.

The tourism market is constantly extending by new regions, new offers and new activities (events, business,… etc.) which show the great potentials of tourism worldwide. Therefore regions, on a first view non-typical for tourism, can and should generate tourism facilities for new target groups. This is the point where the discussion about the feasibility of old industrial regions for tourism purposes will start and potential for tourism development will be studied. By using these potentials the industrial regions with their local population will benefit from the enhancement of prestige, the improved quality of life, the new economic opportunities and the added value of a tradition industrial region by developing tourism. That implies in addition to the change of image another (essential) economic pillar too.

Approach: The beginning of my study is a comprehensive literature analysis. Based on this, research methods like case study analyses, questionnaires and expert interviews will answer questions about factors of success, the role of key players and requirements for positive future scenarios. According to these results parameters will be implemented in a system model. The generated model will be the basis to review and evaluate the potentials of industrial regions concerning the linkage between industry and tourism as well as the opportunity for future developments. The model will be verified by means of case studies and applied to an old industrial region in Austria.

Results: The results will be available in two dimensions. Firstly the literature and case study approach will lead to an industry-tourism related system model as a basis for further discussion about development, potentials and barriers. This will secondly lead to the application and the development of a tourism master plan for an old industrial region in Austria.

Conclusion: Industry and tourism cannot be seen as an antagonism, a lot of examples show that positive economic (i.e. increased income in a region), social (i.e. improving the image of a region) and environmental (i.e. decontamination) impacts can be generated by implementing tourism activities in old tourism areas.

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DEBUNKING THE DEBUNKERS: DEVELOPING A CONCEPTUAL FRAMEWORK TO EXPLORE THE NATURE OF AUTHENTICITY.

The subject off authenticity and the authenticity of the tourist experience is one that has attracted a large number of commentators in the academic press over a considerable period of time. Debates have centred on the nature and definition of authenticity, how it can be explained and how it can be measured. Most recently a point has been reached where the whole idea of authenticity is being brought into question. Many commentators consider Authenticity to be a non-concept that should be replaced by more explicit terms such as genuine, actual, accurate, real and true. Some authors maintain that a Heideggerian perspective on the study of authenticity should be adopted, based primarily on the relationship between the tourist, the person that is consuming the experience, and the experience itself. This has been argued with regard to both object authenticity-that is the authenticity of things- and existential authenticity - in this context the nature of a state of being that might be produced through tourism activities.

This particular philosophy, based on an Heideggerian approach, finds its roots in the continental existentialist movement, as championed by individuals such as Kierkegaard, Nehemas, Rousseau and Satre among others. In this context - the term authenticity has a very specific meaning within existentialist literature- analysis is concerned with what it means to be human, the nature of the self and the nature and pursuit of happiness. The pursuit of an understanding of authenticity is not, however, limited to the existentialist movement and has been prominent in the study of metaphysics for as long as this subject has been discussed. After all authenticity could be considered to be "define reality", and the nature of reality is a fundamental question within all philosophy.

There would seem to be two fundamental flaws with regard to the existentialist approach. Firstly the argument ignores debate within other philosophical traditions. For example there are ontological and epistemological questions to be posed with regard to the nature of this defined reality. Secondly an existential perspective focuses on the nature of the relationship between the person who is experiencing the experience and the experience itself. In effect the approach ignores the role of other influences, society in particular, in shaping the individual - and therefore the self that is the centre of the experience- and also the experience itself. This was a major criticism of Heidegger's work. Levinas, for example, further developed Heidegger's ideas to look at the importance of other factors.

In many ways existentialism may be considered a political movement of liberation from society. There can be little doubt that existential experience in effect exists, but to argue that (at best) it is the product of the engagement of the self with something in a pure way, uncorrupted by anything beyond the self, is more difficult to sustain; an unobtainable ideal. All conscious human action is a product of genetic predisposition (nature) and experience (nurture). Some commentators consider that much human action is "selfishly directed" to ensure the passing on of genetic information; the so called selfish gene concept. But there is also anthropological evidence to suggest that individuals will cooperate and share as this will increase the likelihood of survival for them and their offspring. Other motivational evidence suggests that individuals yearn to be part of groups and to share experience, security and love. Given this it would seem that the true expression of authentic existential experience -experience unfettered by the influence of society- is counter intuitive.

This paper proposes a modified conceptual framework for the consideration of authenticity, particularly with regard to the authenticity of food, and the consumers experience of food as a tourist. This experience not only focuses on tourists when they are in the tourism setting but also when they return home and continue their purchasing lives as "ordinary" consumers. Instead of a paradigm based on the consumer (the Self) and the thing that is being consumed (the Thing) and the subsequent experience, the model brings into play the role of other influences such as society (Others). This conceptual framework can be used to explore the dynamic between the three constituent players, and also to examine this dynamic overtime.

With regard to the consumption of food this is particularly important as society in the form of government has specific laws which actually define the authenticity of certain food types above and beyond simple trademark legislation. Not only can this model be applied to examine that situation, object authenticity, but also the nature and authenticity of the existential experience and how it may vary depending on the perceived authenticity of the products consumed.

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Keywords: Experience, Obesity, Cruise

EXPERIENCES OF OBESE CRUISE TOURISTS AND THE WAY THESE ARE MANAGED BY THE CRUISE INDUSTRY

Consumer experience management is a new phenomenon, which has evolved from traditional management styles, to become an appreciable, competitive and important marketing tool for the new experience generation. The contemporary consumers have moved from being Calvinistic to hedonistic and are constantly seeking the experiences, which offer multiple options of quality experiences. The motivational and the experience value are dominant factors and the memorability is considered the aftermath of heightened psychological self-engineering. (Pikkemaat and Weiermair, 2003, Teye and Leclerc, 2003). In the hospitality and tourism industries, products and services must meet the needs, expectations, and desires to fulfil optimum customer satisfaction and retention.

The focus of this thesis is to critically evaluate the experiences of obese cruise tourists and consider how these are being managed as an integral part of a cruise management strategy. Consumer experiences (be it trivial, an intangible commodity, a 'pseudo-event' or an authentic pilgrimage) are now considered as the 'new product diversity' in that it is an economic commodity, which should appeal to lucrative markets from all over the world. According to Perkins and Thorns (2001), the economic significance of consumption activities and services has enhanced the desire for greater novel and genuine experiences. Johnson (2002) identifies cruise ships as the provider of the holiday experiences, more so than the destinations visited. The metaphorical approach to consumer activity is to discuss the performance of different consumers and understand how experiences gained could be linked to different market segments.

According to Norton (2003), Schmitt (1999) and Jennings (2005), brand images still matter as brand experiences are critical, and the most successful organisations respond to the way consumers interact with meaningful brand experiences. In the past some brands were appropriate to the images and emotions of meaningful experiences, now experiential opportunities for their customers are required to give purpose and connection with the world, giving 'meaningful brand experiences' (Norton, 2003:25). Comparisons will enable management to consider the modes of consumer experiences, where gaps in perceptions of the experience and the actual promises made, will help in the formulation of experienced management policy guidelines. (Lengkeek, 2001; Murphy and Murphy, 2004; Williams and Buswell 2003).

The global cruise industry, with diverse products and strategies, is an industry with an annual growth rate of 8.2% since 1980, and an approximate annual turnover of 11.2m passengers in 2005 (CLIA, 2006, Kwortnik, 2006). It is a highly competitive market place and encompasses all the key components of the hospitality and tourism industry, where relationship marketing and personalised valued experiences are co-created and go beyond experiential marketing. (Gummesson, 1998; Yarnal and Kerstetter, 2005; Prahalad and Ramaswamy, 2004; Smith and Wheeler, 2002). Sustainable tourism within the cruise industry could be measured by the consumers' perceptions of both the cruise and the destinations visited, and the social and environmental values, which are intricately woven into the web of the value economy (Ingham and Summers, 2002; Nijs, 2003; Erdly and Kesterson-Townes, 2003; Gilmore and Pine, 2002). The conscious and subconscious experiences are part of an architectural building block of arousal, where the cruising experience appeals to a diverse global market, and therefore is a major contender for consumer experience management research.

The outcomes of the study will require an in-depth analysis in the way consumer experiences are measured through secondary qualitative and quantitative data, where a wide selection of books and journals will be explored. The research will explore the complexities of experiences of cruise tourists through ethnographic and interpretive research (Ryan, 1997, Bowden, 2001, Brotherton, 1999).

Primary research will consist of a mixed method approach of qualitative and quantitative data and stratified sampling is anticipated where quantitative data will measure and help determine numerical outcomes from previous studies. Further qualitative data will be gained through in-depth structured interviews to include leading personnel from the cruise and related industries. Questionnaires using a mixed methodological approach will be used, followed by a more in-depth analysis using focus groups (Ritchie and Lewis, 2003; Miller and Brewer, 2003; Johns and Lee-Ross, 2000).

Interviews with leading personnel from the cruise and related cruise industries will endeavour to explore key areas relating to management of experiences of obese cruise tourists. This will ascertain tangible and intangible factors, which could help to stimulate greater understanding of the needs of the consumer and the way the experiences become defined in experiential marketing strategies (Ryan, 1995; Tomes, 1995).