Responsible Tourism
Built Environment and Design Excellence

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Tourism & Leisure Studies
Research Network
Scope & Concerns

Founded in 2015, the Tourism & Leisure Studies Research Network is brought together to explore the economic, cultural and organizational aspects of tourism and leisure. We seek to build an epistemic community where we can make linkages across disciplinary, geographic, and cultural boundaries. As a Research Network, we are defined by our scope and concerns and motivated to build strategies for action framed by our shared themes and tensions.

The Tourism & Leisure Studies Research Network explores two key phenomena of contemporary times, each of which is currently undergoing striking processes of transformation.

Leisure is a domain of relative freedom and pleasure positioned in contrast to the necessities and duties of paid or domestic work. All human societies have modulated work with leisure, moments of dutiful exertion with moments of recreational pleasure. Today, the nature and place of leisure activities are undergoing transformations influenced by changing social norms, economic realities, and mediating technologies. What is the nature of these socio-historical changes? How can the study of leisure, as a bounded domain of investigation and as grounded site for the exploration of more general social phenomena, provide a unique insight into the nature of these socio-historical changes?

Whereas leisure is a universal in all societies, tourism is a principally modern phenomenon. Tourism is the social practice of travel, primarily for the purposes of leisure. Although affluent minorities undertook limited tourism before modern times, mass tourism is a phenomenon that began in the mid-nineteenth century with the affordable railway ticket. Today, more than one billion tourists travel each year, and their spending represents a significant and growing sector in the world economy. This is also a time of dramatic change in modes and markets for tourism. This affects questions of economics, management, and employment in the burgeoning tourism and leisure industries. Critical social and ethical issues accompany this transformation, including questions of sustainability, cultural interaction, local impacts, and variable access to opportunities to tour.
Methods, Models, and Practices
How to connect conceptual foundations of tourism and leisure to the social and natural sciences and back?

- Subjects of History – Legacies of Hospitality, Tourism, and Leisure Practices
- Considering Scale and Frame – International, National, and Regional Tourism
- Diversity of Meanings – Navigating Cultural Sustainability and Heritage Development
- Visions of Progress – Management, Planning and Policy Interventions
- Participant and Observer – Integrative Approaches to Inquiry, Method, and Practice
- Theoretical Contributions – From Hospitality, Tourism and Leisure Fields to the Social and Natural Sciences

Participation, Access, Impacts
How do the practices of tourism and leisure reveal consequential impacts of everyday life?

- Whose Leisure? – Inequalities in access to leisure time and facilities
- Who Counts? – Stakeholders in the tourism ecosystem
- In Search of the New – Emerging Markets, Community Impacts
- Lived Realities – Changing Patterns and Cultures of Consumption
- The Business of Travel and Tourism -- Human resources and talent management, global employability
- Volunteerism – leisure / work, opportunity / exploitation
- Recognizing Common Spaces – Ecological Footprints, Biospheres, and Eco-Spheres

Communicating Experience
What are the forces that shape the communication of experiences in time and space?

- Beyond Place-Based – Virtual Tourism, Online Experience, Digital Culture
- Visual Vectors – Media, Technology and Visitor Experience
- Leisure Spaces – Social Media, Online Interaction
- More Than Images – Journalism and Writing
- Framing Authenticity – Location, Service, Product Identity, and Branding
- Collective Experience – Festivals, Art and Creative Gatherings
- Cultures of Care – Considering Hospitality in Context

Future Practices
In what ways must we consider new approaches, concepts, frameworks, to promote new research, models, and practices?

- Long Term Planning– Contesting “Financial Years” and “Instant Gratification”
- Ethical Business Models – Social Economies, Platform Cooperatives, Land Ownership
- Managing Change – Crisis management, risk and disaster management, business continuity
- Evaluation and Measurement – Education and Training for the Tourism and Leisure Industries
- Fostering Diverse communities – Culturally sensitive, Gender equity, ability access
- Environmental Tourism – Rural, Remote, Agrotourism, Eco-Tourism
- Demographically Defined Tourism – Children, Youth, Family, Retirement, Disability, Gender, LGBT Tourism
**Amareswar Galla**

UNESCO Chair on Inclusive Museums and Sustainable Heritage Development, Professor of Inclusive Cultural Leadership and Director, International Centre for Inclusive Cultural Leadership (ICICL), and Dean of Faculty Development and Leadership, Anant National University, Ahmedabad, India

UNESCO Chair on Inclusive Museums and Sustainable Heritage Development. An alumnus of the Jawaharlal Nehru University, New Delhi with PhD from the Australian National University, Canberra; currently Professor of Inclusive Cultural Leadership and Founding Director, International Centre for Inclusive Cultural Leadership, Anant National University, Ahmedabad, India; Founding Executive Director of the International Institute for the Inclusive Museum, Australia/India/USA; formerly full Professor of World Heritage and Sustainable Development at the University of Split located in the World Heritage City of Split; first full Professor of Museum Studies in Australia at the University of Queensland, Brisbane; and prior to that full Professor and Director of Sustainable Heritage Development Programs, Research School of Pacific and Asian Studies, Australian National University, Canberra; extensive publication record includes the flagship project and publication, World Heritage: Benefits Beyond Borders, Cambridge University Press & UNESCO, for the 40th Anniversary of the 1972 UNESCO World Heritage Convention launched in Kyoto, Japan, 2012 (English, Korean & French).

**Esmeralda Crespo Almendros**

Full professor, Department of Marketing and Market Research, University of Granada, Spain

Esmeralda Crespo Almendros has a Ph.D. in Economic and Business Sciences from the University of Granada. She has been a University Professor in the Department of Marketing and Market Research since 2021, her lines of research are related to integrated marketing communication, online consumer behavior, tourism marketing, and cross-cultural communication. She has been a visiting professor at the Universidade do Algarve (Faro, Portugal) and at the Polytechnic Institute of Coimbra (Portugal).
Ana Isabel Polo-Peña is an Associate Professor of Marketing and Market Research at the University of Granada (Spain). She has developed a constant trajectory in research focused on tourist behavior, rural and sustainable tourism, marketing and technological strategies orientated to the market. She has published in Tourism Management, International Journal of Hospitality Management, Journal of Travel Research, Journal of Sustainable Tourism, Journal of Small Business Management, Entrepreneurship and Regional Development, The Services Industries Journal, and other scholarly journals. She is collaborating as a coordinating editor with the International Journal of Hospitality Management since 2020. She has participated in several competitive research projects and coordinates research projects at the regional and at EU level. She is Visiting Research Fellow at the Liverpool John Moores University (Liverpool, UK) since 2022. Also, she coordinated six editions of the official Postgraduate Program Master in Marketing and Market Research at the University of Granada.
The Tourism & Leisure Studies Research Network is grateful for the foundational contributions, ongoing support, and continued service of the following world-class scholars and practitioners:

- **Dr. Christina Cameron**, Professor, School of Architecture and Canada Research Chairperson in Built Heritage, Université de Montréal; former DG, Parks Canada; former Chair, UNESCO’s World Heritage Committee, Paris.
- **Nimit Chowdhary**, Indian Institute of Tourism and Travel Management, Mahalgaon Gwalior, India.
- **Dr. Chris Cooper**, Professor in the School of Events, Tourism and Hospitality Management Leeds Beckett University, UK; Co-Founder, Progress in Tourism, Hospitality and Recreation Research and the International Journal of Tourism Research and is now the Co-Editor of Current Issues in Tourism.
- **Dr. Amareswar Galla**, UNESCO Chair on Inclusive Museums and Sustainable Heritage Development, Professor of Inclusive Cultural Leadership and Director, International Centre for Inclusive Cultural Leadership (ICICL), and Dean of Faculty Development and Leadership, Anant National University, Ahmedabad, India; Executive Director, International Institute for the Inclusive Museum, Australia/India/USA; UNITWIN-UNESCO Network – Tourism, Culture and Development, Université Paris 1 Panthéon-Sorbonne; and former Vice President, ICOM, Paris, and former President, ICOM of the Asia Pacific, Paris.
- **Dr. Sergio Moreno Gil**, Professor and Director of Institutional Relations of the UNESCO Chair of Tourism Planning and Sustainable Development; and Director of Marketing and Destination Development at TIDES Tourism and Sustainable Development Institute at the Universidad Las Palmas de Gran Canaria.
- **Dr. Vanessa GB Gowreesunkar**, Associate Professor in Tourism, Anant National University, India; Former Head of Department, Tourism and Hospitality Studies, University of Africa Toru-Orua, Nigeria, & Editorial Advisory Board Member/Liaison Officer - International Journal of Tourism Cities, Emerald Insight.
- **Dr. Maria Gravari-Barbas**, Professor and UNESCO Chair in Culture, Tourism & Development; Convener UNESCO UNITWIN; and Vice President for International Relations, Université Paris 1 Panthéon-Sorbonne, France.
- **Dr. Michael Hall**, Professor, Department of Management, Marketing and Entrepreneurship, University of Canterbury, New Zealand; Visiting Professor, Linnaeus University, Sweden; Guest Professor, Lund University, Sweden; and Docent, University of Oulu, Finland.
- **Dr. Carolin Lusby**, Associate Professor, Chaplin School of Hospitality & Tourism Management at Florida International University; and formerly World Leisure Centre of Excellence at Wageningen University in the Netherlands.
- **Rafael Robina Ramírez**, University of Extremadura, Cáceres, Spain.
- **Dr. Asli D.A. Tasci**, Interim Chair, Department of Tourism, Events and Attractions; Associate Professor Tourism and Hospitality Marketing, UCF Rosen College of Hospitality Management, University of Central Florida, Orlando, US.
- **Dr. Shem Wambugu Maingi**, School of Hospitality, Tourism and Leisure Studies, Kenyatta University, Kenya; IUCN WCPA Tourism and Protected Areas Specialist Group; ICOMOS International Cultural Tourism Committee; and Member, Ecotourism Kenya.
- **Dr Huang Yong**, Researcher, Nature and Culture Heritage Research Center of Nanjing University; and Vice President, Suzhou Wudu National Association of Historical and Cultural Cities, China.
Seventh International Conference
on Tourism & Leisure Studies
Founded in 2015, the **Tourism & Leisure Studies Research Network** is brought together to explore tourism and leisure’s economic, cultural, and organizational aspects.

**Past Events:**
- 2016 - University of Hawaii at Manoa, Honolulu, Hawaii
- 2017 - University of British Columbia, Robson Square, Vancouver, Canada
- 2018 - Universidad de Las Palmas de Gran Canaria, Tides Research Center, and EU Turismo de Lanzarote held at Hotel Princesa Yaiza, Lanzarote, Canary Islands, Spain
- 2019 - Florida International University, Miami, USA
- 2020 - University of Dubrovnik, Dubrovnik, Croatia (Virtual)
- 2021 - University of Dubrovnik, Dubrovnik, Croatia (Virtual)
- 2022 - Muziris International Research & Convention Center, Kerala, India (Virtual)
- 2023 - University of Granada, Granada, Spain
The Tourism and Leisure Studies Research Network is thankful for the contributions and support of the following organizations.
Responsible Post Pandemic Tourism: Built Environment and Design Excellence

The pandemic has become an opportunity to stop, reflect and rethink what tourism and the leisure spectrum will be all about in the future. The paradigm shifts call for diversifying visitor experiences, considering sustainable alternatives, and moving from "mass tourism" and "over-tourism" to a "distributed tourism" that benefits a network of local community groups in both the formal and informal sectors. In this future, what kind of built environment/s do we envisage? As "designing" is a ubiquitous process that offers the vehicle to improve lives and experiences, what variety of design options and challenges do we consider? These, and many other questions, will be raised in the heart of the two-thousand-year-old spice trade – Muziris, Kerala. And of particular focus, based on this local context, the role of creativity, festivals, and biennales, in facilitating the "design" of transformations will be interrogated. It will be a shared dialogue and discourse through critical research and case studies between the Global South and North addressing all the 17 SDGs, with only eight years of the UN 2030 Agenda left!
Dr. Venu Vasudevan is Additional Chief Secretary to the Government of Kerala, with charge of several departments. Dr. Venu joined the Indian Administrative Service in 1990 and has served the Government of India and the Government of Kerala in various capacities.

He has served the sectors of Tourism and Culture in a variety of assignments. It was during his tenure as Director, Kerala Tourism, and later as Secretary, Department of Tourism, that Kerala transformed its market positioning and built up a strong private-public partnership. Kerala Travel Mart, the biggest international travel mart in India, is his brainchild. He played a pivotal role in formulating and rolling out the ‘Incredible India’ campaign of the Ministry of Tourism. He was instrumental in Kerala embarking on the path of ‘Responsible Tourism’ and has been a vocal advocate of community rights and responsibility in tourism. His book “An introduction to the Business of Tourism”, is widely regarded as the definitive textbook for the undergraduate and graduate students of tourism.

He served as Secretary, Cultural Affairs, Government of Kerala (2007–2011), during which period the International Theatre Festival of Kerala was established. He was instrumental in setting up and curating a new museum, ‘Keralam’. He served as Joint Secretary, Ministry of Culture, with responsibility over apex cultural institutions, libraries, archives, and Museums. As Director-General of the National Museum, he worked on the revival of the National Museum, initiating a range of projects that improved arrivals, enhanced visibility, involved stakeholders and the academic community. He served as Vice-Chancellor, National Museum Institute of History of Art, Conservation and Museology.

In the aftermath of the natural disaster in 2018, Dr. Venu was appointed as the Principal Secretary, Revenue and Disaster Management, and oversaw the massive relief and rehabilitation program in the state. He was appointed the Chief Executive, Rebuilding Kerala Initiative (RKI), where he was instrumental in successfully negotiating a World Bank aided program for rebuilding the critical infrastructure of the state.

He played a key role in the improvement and upgradation of the museums and archives of Kerala. He continues his interest in developing community museums with local participation.

Presently, Dr. Venu Vasudevan serves the Government of Kerala as Additional Chief Secretary. Among his responsibilities are the departments of Higher Education, Environment, Planning, and Economic Affairs, Archaeology, Museums, and Archives.
Plenary Speakers

Eric Falt
Director and UNESCO Representative to Bhutan, India, Maldives, and Sri Lanka

Since May 2018, Mr. Eric Falt has served as the Director and UNESCO Representative for the UNESCO New Delhi Office, which covers Bangladesh, Bhutan, India, Nepal, the Maldives, and Sri Lanka. Mr. Falt previously served as Assistant Director-General for External Relations and Public Information at the Paris Headquarters of UNESCO, with the rank of Assistant Secretary-General of the UN. He oversaw the work of the organization in the political field and guided UNESCO’s communications and public information efforts. Prior to this, he served as Director of the Outreach Division at the United Nations Department of Public Information in New York, and as the Director of Communications for the United Nations Environment Programme (UNEP), at its headquarters in Nairobi. From 2007 to 2010, he served as Director of the Outreach Division of the United Nations Department of Public Information in New York. From 2002 to 2007, Mr. Falt was Director of Communications for the United Nations Environment Programme (UNEP), based at its headquarters in Nairobi, Kenya. Throughout the 1990’s and until 2002, he served as Director of the UN Information Centre in Islamabad, Pakistan, and in peacekeeping and humanitarian operations in Iraq, Haiti, and Cambodia. Before joining the United Nations, Eric Falt worked with the French Ministry of Foreign Affairs in Chicago and in New York.

Anunaya Chaubey
Provost, Anant National University, India

Dr. Anunaya Chaubey is the Provost at Anant National University, India’s first Design University. He is a well-known artist and academic in the fields of literature and art history. A self-taught painter, his works explore the individual and communal worlds – mundane yet layered and subtly textured. Many of his paintings are to be found both in public and private collections all around the world. Over the past ten years, he has taught different courses on art appreciation, which gives an evolutionary account of arts. His courses provide a converging ground for ideas and concerns drawn from multiple subject domains and disciplines. He has wide administrative experience in the education space and has contributed to several institution-building exercises in both India and abroad. In addition to serving at Anant National University, Dr. Chaubey has been the principal of Art College at Patna University and the deputy dean of the post-graduate program Young India Fellowship at Ashoka University.
Steffen Lehmann

Full Professor of Architecture & Urbanism, University of Nevada, Founding Director, Interdisciplinary Urban Futures Lab, CEO, Future Cities Leadership Institute, USA

"Regenerative Design for Tourism"

Dr. Steffen Lehmann (born in Stuttgart, Germany) is based in London and Las Vegas. He is the Full Professor of Architecture & Urbanism and former director of the School of Architecture at the University of Nevada, USA. He is founding director of the interdisciplinary Urban Futures Lab and CEO of the Future Cities Leadership Institute. Previously, Steffen has been Executive Director of three architecture schools, as head of school in Las Vegas, Perth, and Brisbane. He has been a full professor since 2002, and has taught, researched, and practiced architecture for over thirty years; he defines all three as one activity.


Carola Hein

UNESCO Chair on Water, Ports and Historic Cities, Professor and Head, Chair History of Architecture and Urban Planning at Delft University of Technology, Delft, Netherlands

Manoj Kumar Kini
Managing Director of KTIL and Muziris Heritage Project, Department of Tourism, Government of Kerala, India

An alumnus of CEPT (Ahmedabad) and School of Planning and Architecture, New Delhi, Prof. Dr. Manoj Kumar Kini is currently Managing Director of KTIL and Muziris heritage project under Department of Tourism, Govt of Kerala and also holding additional charge of the Principal at Kerala State Institute of Design, Kollam and has more than two decades of experience in design education, research, and practice. He has served as programme in Charge of Urban Design at CET, Trivandrum and is the member of PG and UG academic and curriculum committees at A.P.J. Abdul Kalam technological University. He is also serving as the chairman, Board of studies, Design, APJ Kalam Technological University. He has been the lead faculty and chair across various departments of design that include, The faculty improvement programme, the Professional Education Programmes, Research & Publications, Integrated Design and consultancy Services, Outreach Programmes, and International workshops. He is the founding and lead faculty of Urban Design, the first UD programme in government sector in South India, initiated by Govt of Kerala at CET, Trivandrum. He also serves on the advisory board of the Local Self Government and State Government organizations in community based design initiatives and project implementation. He is the founder secretary of IIA, Kollam centre, state executive committee member in charge of sustainable architecture and national secretary of IUDI, India.

Dr. Manoj has initiated many public projects, where design plays a vital role in engaging the society and for the social benefit. He also steered the design initiative by Govt of Kerala in rebuilding Kerala during 2018 floods under CARE Kerala programme. He was instrumental in conducting joint workshops at CET with international institutions from UK and US. He has contributed to many Research publications, Journals and Compendiums and has been co-author in some of the prestigious academic publications.

His primary research interests include design education, theory of design, morphological studies, timber architecture and joinery details in Kerala, and architectural history. He is also an expert in Disaster management and resilience building and is currently working on some of the projects in this area.
Subhalaxmi Mohapatra
Convener, Cultural Economics Round Table, Associate Professor, Anant National University, India

Subhalaxmi Mohapatra has a doctorate in Economics from Utkal University, Odisha. She is an Associate Professor at Anant National University and has around 15 years of teaching and research experience in various academic institutes and universities of repute. Her teaching interests are in Economics and Entrepreneurship. Her current research interest is on women’s entrepreneurship and behavioral aspects of design. She is also interested in the confluence of Economics and Culture in areas such as heritage, tourism, and traditional markets. She has published papers at various international and national journals of repute such as International Journal of Entrepreneurship in Emerging Economies, International Journal of Energy Sector Management, Asia Pacific Journal of Tourism Research, Quality and Quantity, International Journal of Social Economics, Journal of Strategic Marketing to name a few. She is also an avid case writer and has published cases in reputed case journals and databases such as IIM Ahmedabad Case Collection, The Case Journal, and the Ivey Case Collection.

Vanessa (Gaitree) Gowreesunkar
Convener, Cultural Tourism Round Table, Associate Professor, Anant National University, India

Dr. Gowreesunkar is a citizen of Mauritius and she holds a Ph.D. which cuts across three disciplines namely Tourism Management, Communication, and Marketing. With over a decade of experience in teaching, training, and research, Vanessa has brought her contributions to various international universities. She currently serves as Associate Professor at the Anant National University in India. Previously, she was assuming the role of Head of Department for Hospitality and Tourism at the University of Africa. Vanessa is an editorial board member of several scientific journals and has a number of publications in Scopus-Indexed journals. Vanessa also serves as National Coordinator for the WAELE (Women Advancement for Economic and Leadership Empowerment), an international organization that caters to the cause of women, widows, and young girls. She assumes the role of Deputy Chair for the Tourism, Infrastructure and Energy cluster of African Union Economic and Social Council (ECOSOCC). Vanessa has been conferred various awards for her contribution to research and woman empowerment in Mauritius, India, and Africa, the latest one being the Global Women Leadership Award 2021 by the Ministry of MSME (Government of India), WASME, and SME Street Foundation. Her credential may be verified on Google Scholar, LinkedIn, Academia, ORCID, Scopus, and Research Gate in the name of Dr. Vanessa GB Gowreesunkar.
Benny started his career in 1984 and received the basic lessons in architecture under the tutelage of Laurie Baker. After receiving the Charles Wallace India Trust award for an MA in conservation studies at the University of York. He has received his doctorate from the Indian Institute of Technology, Madras. Benny is known more for his work for the design of the public buildings and the transplantation of the buildings in the Kerala Section of the craft village known as Dakshinachitra in Chennai. Major architectural works include the Muziris Heritage Project, Institute of Palliative Medicine in Calicut, the design of the tsunami-affected villages of Chinnangudi, and Tarangmbadi in Nagapattinam District, the Springdale Heritage Resort in Vandiperiyar, and the Anantya Resort in Kanyakumari Resort. Benny has authored the book ‘Conserving Timber Structures in India and is one of the editors for the book ‘Guidelines for the Preparation of a Heritage Management Plan’. He has offered his services as a consultant to UNDP, UNESCO, various State Governments, and other organizations.

Diti Vyas
Convener, Tourism Communication, Associate Professor, Anant National University, India

Prof Dr. Diti Vyas is an Associate Professor in the Writing and Communications Department at Anant National University. Grounded in Literature, Management, and Fine Arts, Dr. Diti Vyas has a rich experience of academic teaching, research, and consulting spanning close to two decades. Her doctoral research from the Indian Institute of Technology focusing on Indian children’s literature in English and regional languages has received national and international accolades by bodies such as the International Research Society for Children’s Literature (IRSL) and The Irish Society for the Study of Children’s Literature (ISSCL). She has widely lectured and presented at international and national forums such as Maastricht University, The Netherlands, University of Worcester, United Kingdom, York University, Canada, Marino Institute of Education, Ireland, National Institute of Design (NID), Indian Institute of Management Bangalore and Indian Institute of Management Udaipur, Bharatiar University, Tamilnadu and Calicut University, Kerala. She has mentored mid-career executives of Apollo Hospitals, Adani Group, Sterling Hospital, State Bank of India, British Council, and more through various Management Development Programmes (MDPs) in the areas such as Leadership Communication and Interpersonal Skills. Her research in the areas of gender studies, communication studies, and sustainability communication have appeared in publications of repute such as IRCL and Routledge Taylor and Francis. She represents Gujarat in the collection of Folk Tales, Legends, and Modern Lore of India, ‘The Owl Delivered the Good News All Night Long’ by Aleph Book House of Rupa Publication. She holds a diploma in Painting and is trained in Kathak and Hindustani music.
Emerging Scholars

Justyna Liro
Jagiellonian University
Poland

Alexandra Maris
University of Toronto
Canada

Anjana Mishra
Florida International University,
USA
Presentations, Presenters, Participants
NYC Flagship Stores’ Lighting Enhances Shopping as a Tourist and Leisure Activity: Student Training Utilizes an Empirical Study

Greg Clare, Interim Associate Department Head and Associate Professor, Design Housing and Merchandising, Oklahoma State University, Oklahoma, United States
Paulette R. Hebert, Professor, Design Housing and Merchandising, Oklahoma State University, Oklahoma, United States

Shopping constitutes a major tourist and leisure activity (Lutzoni, 2009; Moscardo, 2004). New York City is a major tourist destination and home to many “flagship” stores (Zukin, 2009). Flagships are large or primary stores in prime locations, which often act as brand “monuments”, reflecting essential elements of brand identity (Sabbadin & Aiolfi, 2019). Although some “brick and mortar” stores are closing in the USA (Cavan, 2016), flagship stores continue to entice visitors; they offer special shopping experiences (Jones et al., 2010; Palaiologou & Penn, 2013). Shoppers may be frustrated with online purchasing which grew exponentially during Pandemic (Aryani et al., 2021; Pham et al., 2020). Lighting is an important visual component in built environment (Hwang & Kim, 2010; Yılmaz, 2018). Lighting may reveal product features; reinforces stores’ image; communicate target market; guide shoppers (IES, 2001). Lighting attributes may be empirically measured. As enhancement to merchandising and design students’ training, a faculty-led, Pre-Covid-19, New York City study trip included visits to two flagships. Store A promoted an earthy, hip vibe; sold clothing and home goods; targeted towards imaginative, educated, affluent 30-45-year-old women (Anthropologie, 2021). Store B promoted a modern, sporty image; sold sports apparel and footwear; targeted towards various ages (Nike 2021). The student study utilized Asensetek Lighting Passport model ALP-01 spectrometer and Spectrum Genius software. Results revealed lighting variability across stores. Store A was warmer. Store B was cooler. Light levels varied within and across stores. Lighting is anticipated to continue to play a key role in flagship stores, post-pandemic.
Assessing the Potential of Iconic Architecture in Heritage Tourism: A Case Study of Orissa State, India

Vanessa GB Gowreesunkar, Associate Professor, Centre of Urbanism and Cultural Economics, Anant National University, Gujarat, India
Patita Paban Mohanty, Assistant Professor, Hospitality and Tourism Management, S O A Deemed to be university, Orissa, India
Jasmine Gohil, Professor/Associate Dean Academics, School of Architecture, Anant National University, Gujarat, India

Heritage tourism is an important economic activity in Orissa (India). The state is endowed with rich architecture including the Konarak temple, a UNESCO world heritage site. The other side of the coin shows that the role and significance of “iconic buildings” designed by “iconic architects” is often undermined in tourism. As a result, there is a research gap in the field of iconic architecture and tourism. As the global tourism industry is entering the next normal of an ongoing pandemic context, there is a need to understand the role of iconic architecture in promoting tourism. To address this gap, the current study chooses to investigate Orissa, a state which is well known for its architectural legacy. Specifically, the research looks into the significance of iconic architectures in promoting tourism in Orissa following the COVID-19 pandemic. The uniqueness of this study is twofold; from a micro perspective, the study is the first to investigate the potential of iconic architecture in reviving tourism in Orissa and second, from a macro perspective, it makes a case on the potentials of iconic architecture in promoting post-pandemic tourism in India. The research design is based on a mixed methodology. The findings reveal that tourism and iconic architecture have the potential to revive tourism in the post pandemic context. The study also shows that iconic architecture has various limiting factors when utilized as a tourism resource. Finally, the study proposes few practical recommendations whilst setting the groundwork for further studies in this line.
Three Year-three Facility Longitudinal Case Studies: Fall Semester Comparisons of University’s Laboratory Restaurants

Paulette R. Hebert, Professor, Design Housing and Merchandising, Oklahoma State University, Oklahoma, United States

University programs in hospitality, tourism and leisure often provide experiential training for future leaders of these industries. “Dining out” is a leisure activity. Tourism and leisure students participate in “real-world” restaurant laboratory experiences by providing instructor-supervised dining services to patrons. Covid-19 impacted all sectors of hospitality, leisure and tourism markets. Educators wanted to determine on-campus university restaurants’ effects, over time, in a geographic area that is currently experiencing Covid-19 variant spikes. For three University restaurants over a three-year period from Fall 2019 (Pre-Covid 19) to Fall 2021, the educators reviewed several artifacts. They studied historic, photo-documentation, university documents, restaurant lab course syllabi. They examined restaurant patron counts and food receipt records. They reviewed restaurants’ signage and physical settings; reflected on their own informal observations; considered restaurant student workers’ and patrons’ patterns of mask-wearing and social distancing; university policies; restaurant furniture arrangements and signage. Findings revealed: no mask-wearing or social-distancing in Pre-Covid Year 1; evidence of mask-wearing and social distancing in Year 2; less evidence of mask-wearing and minimal social-distancing behavior in Year 3. No Covid-19 restriction signage was in evidence Years 1 and 3 but was conspicuous in Year 2. University restaurant policies, procedures, and University messaging specifically related to Covid-19 were non-existent in 2019 and varied over 2020-2021. Serving configurations, seating placement and capacity within restaurants varied over three-year period. Relatively sustained total patronage counts and food sales have resulted across the study period despite some variability. All three restaurants remained open and viable during the study period.

Probing Gender Equality in Africa (Kenya) Entrepreneurship and Small Business Owners in Accordance with Sustainable Development Goal Five

Bolaji Jubril, Student, MA, University of Portsmouth, Nigeria

Sustainable Development Goals (SDG’s) remain a misery to many SMEs in Africa despite them being made public internationally. The purpose of this research is to identify whether gender equality in Kenyan entrepreneurship and small business owners is being driven according to the SDG’s goal five. The study was conducted within Nairobi County, Embakasi East constituency in Embakasi ward, where a sample of 22 female respondents was selected. The qualitative research method was adopted through the study, with open-ended interviews administered to the respondents. This study identified a high percentage of women in SMEs are unaware of the existence of the SDG goals. The existing gap between men and women in SMEs is still huge despite the UN advocating for gender equality. This gap was identified to be caused by men having more access to funding, finances, education, and mentoring opportunities in comparison to African women. The SDG goal five can aid in bridging the gap between men and women in SMEs in African nations.
Finding the Sweet Spot Between Hotels’ Sustainability Practices and Post-pandemic Precocious Protocols

Faranak Memarzadeh, Associate Professor, Hospitality, Tourism, and Event Management, San Jose State University, California, United States

Due to Pandemic related complication, hotel guests have become more demanding about the details of their accommodation compared to pre-pandemic (Yang, Zhang & Chen, 2020). As a result, the hotel industry is heavily affected by this unprecedented situation. Even though the continuous commitment to sustainability was very important for the hospitality industry, COVID-19 caused massive challenges which might lessen the industry’s commitment to sustainable programs (Jones & Comfort, 2020). For instance, maintaining a strong position against disposable items may increase operating costs for hospitality businesses that are gradually recovering from the financial crisis (Altenrath, 2020). Based on these challenges, Legrand (2020), defines COVID-19 as “a stress test for sustainable development in hospitality”. Beyond costs, precocious protocols associated with COVID-19 may be incompatible with hotels’ sustainability programs and initiatives. Whereas violating hygiene protocols is a vast concern, reduced sustainability practices are a remarkable matter as well (Altenrath, 2020). Dealing with contamination by the virus is a burden for housekeeping managers and staff (Park, Kline, Kim, Almanza, & Ma, 2019) and thus enhanced cleaning requires specific training. The main focus of the study is finding the sweet spot between hotels’ sustainable practices and post-pandemic-related precocious protocols, in a way that not only addresses guests’ post-pandemic-related hygiene concerns but also fulfills guests’ desire for sustainability practices. This study utilizes an online self-administered questionnaire via Qualtrics to collect the data. Later, the data is analyzed with SPSS 25 and SmartPLS 3.
Virtual Study Abroad in the Post-Pandemic World: Supplement to Traditional Study Abroad Programs

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The Pandemic has brought about seismic changes to the world as we knew it. Every aspect of life has experienced some change. While there is much for concern there are also opportunities in this new normal. This paper explores leveraging some of those opportunities in higher education. Study abroad, which was once par for the course for many students during their college experience, was discontinued in institutions during 2020-21. Students who were studying abroad had to return home in March 2020. Some institutions of higher learning, adapted to the changed environment and introduced Virtual Study Abroad and sought proposals from faculty for revised course that would incorporate elements to qualify for Virtual Study Abroad. Florida International University, Miami, FL was one of those universities. I adapted my course International Relations of South Asia to be a Virtual Study Abroad course and introduced students to South Asia in South Florida through this course. Drawing on that experience, this paper will explore the potential of Virtual Study Abroad to supplement the traditional Study Abroad Programs in the post pandemic world and cater to working students, those on a limited budget or unable to travel for any reason, making education more equitable. It will also delve into the potential for introducing remote areas of the world, which traditionally do not have infrastructure to provide a study abroad program, to become a part of the Virtual Study Abroad program.

Design Approach for Zero Hunger and Built Environment Through Cloud Kitchen

Parth Atulkumar Shah, Assistant Professor and Manager Makerspace, School of Design, Anant National University, Gujarat, India

Indian food caters to many cultures, were each state has their different food styles and menus. Their identify by the spices produced on the Indian land which delivers the flavor and essence to food, which rejuvenate the mood and satisfy the taste of people of all ages and cultures. The preparation techniques represent different cooking methods. The new normal post Covid in tourism and leisure industry is to implementing the concept of cloud kitchen, which incorporates the demand of traveler by assuring them their cuisine at any location from any corner of world, can be available with the taste what they expect. With that, the traveler does not have to worry about their health, as they are all aware about the ingredients used to cook the food. In terms of wastage, cloud kitchen will associate with the local community by the mobile app, which will save a lot of food. Adding more people fond of destination weddings may be an easy approach toward the commercialization cloud kitchen by using their service. It will save food and generate revenue for the entrepreneurs - and the organizer will save a healthy amount.
Trinetra/Universal Eye: Coral Wombs Blossom within Blue Ecologies

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My chromatic description of harmonies shared by women and oceans is my ‘water working’ series Trinetra (Universal-Eye) or Coral Wombs blossom within Blue Ecologies (2019-21), their ‘Coral Wombs’ being the principal source of life on earth. The cradle of life, the amniotic fluid within the woman’s womb, releases the newborn to breathe and drink from the ‘Blue Ecologies’, the waters of life. The relationship between women and oceans: their network, permanency, and global presence, reinforce the reality of the biosphere, as one of ecological solidarity towards environmental sustainability. Coral Wombs blossom within Blue Ecologies visualizes the oceans and their global web of seas, rivers, lakes, and holy wells as a feminine force and flux. Their ‘Coral Wombs’ nestled within ‘Blue Ecologies’ has a long history in the crosscurrents of rationalization, scholastic notions, and scientific epistemology of primeval civilizations, and even today for those that live in alignment with the eco-sphere. It is Coral Wombs [that] blossom within Blue Ecologies of both women and oceans, whose organic sagacity can disrupt the historically and culturally constructed dialogue of the elimination of biological life and restore our sense of connectedness. By contravening the dualities of ‘wild/natural’ oceans and women, and ‘cultivated/cultured’ land and men, to re-frame oceans and women as spaces of fertile Coral Wombs blossom within Blue Ecologies, as currently in circumstances of unparalleled risk. Thus, Coral Wombs [that] blossom within Blue Ecologies becomes a shared, immersive, and phenomenological experience for appreciating conversations and aesthetics surrounding these colossal ecological confronts and distresses.

Model for Building Tourism Organization Resilience Post Pandemia: The Case of Festival of Crosses in Peru

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Thinking about tourism models after the pandemic is an imperative task for this sector. Tourism of large numbers of tourists in crowded places is no longer possible, so a great opportunity arises for small and medium-sized organizations to manage responsible and sustainable tourism is becoming more and more real. The new models of tourism management should prioritize the social organizational capacities of these agents as a priority as these are the most relevant to achieve sustainable tourism that incorporates not only the generation of income, but mainly health care and care for the environment. Additionally, they emerge as important assets in the management of knowledge and cultural assets that they possess for the attraction of responsible tourists. Thus, the research we propose seeks to present a tourism model that is sustainable over time, showing it in the case of the festival of crosses in Peru.
Changing Dimensions of Contemporary Tourism

Museum Product-based City Branding via Digital Media: A Case Study of Manchester

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This research addresses what constitutes the essential features of museum products in Manchester’s branding via the new media. The aim of the study is to identify core ideas of presenting the city’s cultural vibrancy, based on the strategic museum presentation. The theoretical significance of this research is applying the concept of museum-based visibility for a city to shape a contextual framework within the scope of the topic. The disciplinary framework of the research involves brand strategy, tourism marketing, museum promotion, and visual design from an interdisciplinary approach. The research work aims to contribute to the fields of digital tourism marketing and city brand development at a city level. The study was underpinned by qualitative research, and text and visual analysis were focused to build meaning-making. Data were collected from the official tourism website of Manchester, including a category of ‘Museums and Galleries’. The key findings of the research show that Manchester attempts to develop its distinctive museum portfolio by representing the city’s innovative identity, including sports, science, industrial heritage, and contemporary arts. A limitation of the research is the lack of providing sufficient knowledge from expert interviews in the city marketing and tourism industry. In conclusion, the phenomenon of culture-driven city branding through utilizing creative contents of museums applies to Manchester, and it can be an indication for other previous industrial cities for their brand vision.

Sustainable Tourism and Empowering Nomadic People: An Integration of Rural/Nomadic Tourism, Agro-tourism, Eco-tourism, and Sustainable Development Principles

Mozhgan Hassani Kouchaki, Adjunct faculty, Urban Planning Engineer, Esfahan, Iran

Nomadic people tend to change their settlements based on the needs of livestock since this is the only income resource they might have. This is what has sometimes made them vulnerable economically. The extent to which they tend to leave their lands seeking new opportunities in the cities. Boshrooye in the South Khorasan state of Iran is no exception. In this project, environmental, socio-cultural, and economic systems are being considered to develop sustainable tourism assisting local people and persuading them to stay. Hereby local people have been engaged in projects to showcase their daily routines, provide organic products, offer co-living residences, etc. to welcome the tourists. A few projects have been defined, constructed, and executed as development catalysts. In doing so, analytical and descriptive research methods are used. After the secondary research, the primary research is based on visiting and analyzing similar projects, group discussions, socio-economic surveys, and interviews.
Multifaceted Interdependencies of Perception, Self-perception, Experiences of Religious and Patriotic Tourists in the Light of Contemporary Socio-cultural Changes

Justyna Liro, Institute Geography and Spatial Management, Jagiellonian University, Poland

The socio-cultural changes taking place in the 20th and 21st centuries, incl. i.e. the development of mass tourism and transport, globalization, secularization and commercialization of everyday life have fundamentally influenced the perception of place, self-perception, motivations and experiences of people, and, consequently, the decision-making processes, tourist and religious behavior, roles and functioning of individuals in social system. The paper presents the results of surveys and subsequent statistical analyzes carried out in 2020-2022 in twelve pilgrimage centers in Poland on a sample of 1,420 visitors. The conducted research allowed to answer the previously open research questions: I. do they exist and what are the interdependencies between place perception, self-perception, motivations, behaviors, experiences, decision-making processes, expectations and satisfaction with the trip, and II. whether and how the individual socio-demographic characteristics of visitors have an impact on the above-mentioned attributes. The interdependencies were considered in the context of the socio-cultural changes in the 20th and 21st centuries, and their relations with the socio-demographic characteristic of respondents and motivations were also presented.

Visualizing Changing Travel Patterns in the North Atlantic : How Social Media Volunteered Geographic Information Can Inform Tourism Management

Tracy Michaud, Program Chair – Assistant Professor, Tourism and Hospitality Program, University of Southern Maine, Maine, United States

This research explores changing travel patterns into and within three North Atlantic island destinations (Greenland, Iceland, and Faroe Islands) through visualizing volunteered geographic information (VGI) from the social media site Flickr. Density maps of free, publicly available geo-tagged Flickr photographs create visualizations of tourist movement through time in each place for tourism managers to understand rapidly changing consumer behavior and travel patterns at a local and regional level. This research indicates that social media VGI can be an especially useful and efficient data set when developing mitigation strategies and future opportunities during a crisis such as the Covid-19 pandemic.
Vaccination Tourism: Impacts and Benefits

Pamela L. Perez, Retired Spanish Professor, Department of Modern and Classical Language and Literature, California State University, Northridge, California, United States

Vaccination tourism does not provoke the usual images of enjoying resort style tourism where the primary function is to relax amidst, and with the benefit of, the three S’s - Sea, Sun, and Sand, provided so generously, at the right space and at the right place by Mother Nature. However, though this particular form of of Vaccination Tourism does not take place in these typically conjured or standard environment, it falls directly within the boundaries of its scientific definition, which involve two parameters. These parameters are time and space. In applying them to this most important global industry, the journey in the temporal sense must be no less than 24 hours or no more than a year. Spatially it may cover both national as well as international areas. Defined as such, and given its current content, this subject matter merits its exploration as a new form of tourism and travel.

Audio Description - the Visual Made Verbal: Making Your Events and Facilities Accessible for Visitors Who Are Blind

Joel Snyder, President / Founder and Senior Consultant, Audio Description Associates, LLC-Audio Description Project of the American Council of the Blind, Maryland, United States

Audio Description (AD) is a translation of images to words. AD uses words that are succinct, vivid, and imaginative to convey the visual image that is not fully accessible to a segment of the population and not fully realized by the rest of us—sighted folks who see but who may not observe. The principal constituency for AD is the underserved population of people who are blind or have a vision impairment; in the United States alone, there are over 31 million people who are blind or have difficulty seeing even with correction (American Foundation for the Blind, 2019). Anyone or any event that presents visual images to visitors can use AD techniques—through careful observation and the skillful use of language, he/she enlivens the presentation for all listeners. AD has proved to provide meaningful access to the wide range of media and arts (television, film, performing arts, museums) that comprise any culture. Touristic events and facilities are an important part of communities worldwide and must be inclusive of all potential visitors. Visitor centers, city tours, tandem bike tours, cruise ships are only several of the settings that have been made accessible to tourists who are blind. On cruise ships, for example, myriad activities can be enhanced with AD, ranging from land excursions while in port, during performances on board and even during karaoke events, allowing the blind tourist to fully participate in the event.
The Feminist Subversion of Travel in Indian Children’s Literature

Diti Vyas, Associate Professor, Communications, Anant National University, India

This paper investigates the politics of travel and leisure by focusing on the composite and overarching genre of adventure within Indian children’s literature. Conventionally, seen as a boyhood genre, adventure fiction is characterized by home-away-home pattern where the movement away from home takes the male protagonist away from an accustomed safety towards unusual sights, challenges and experiences. However, using the lens of materialist feminist theory and feminist narratology, this paper looks at how the texts, with feminist orientation in Gujarati and English, subvert notion of travel by replacing the idea of quest by enjoyment, reversing the quest objective, undoing the female/passive plot position, re-defining obstacles as aids and by undoing the gendered opposition between quester and quest object positions.


Abigail Qian Zhou, Associate Professor, Graduate School of International Media, Communication and Tourism Studies, Hokkaido University, Hokkaido, Japan

The ongoing COVID-19 pandemic has not only affected people’s physical and mental well-being, but also disrupted global industries, especially the tourism sector. Under the impact of the pandemic, the travel industry was forced to shift its focus from international to the domestic market. In order to control the spread of the virus and address the complex and severe global situation, the Chinese government strengthened the construction of its national identity. In the field of tourism, it has actively promoted red tourism. In this context, the middle class, which enjoyed traveling abroad before the pandemic, has now become the main target of red tourism. Through semi-structured interviews, supplemented and verified by online materials such as travel notes, this study specifically investigates the influence of red tourism on the national identity of China’s middle class. The results show that red tourism has an impact on China’s middle class in three dimensions—historical, party, and national identity—which are interlinked to each other. Historical identity is the basis of national identity, and the strengthening of political party identity will also lead to the reinforcement of national identity. Red tourism not only strengthens the national identity of the Chinese middle class, but also changes their perceptions regarding their own government and the West. Although tourism and identity issues have become important topics, limited studies have examined the changes in this relationship owing to the pandemic. This study attempts to fill this gap through empirical investigation.
MTB Madrid to Lisbon: From the Passion to the Product

Elsa Correia Gavinho, Invited Professor, Tourism Planning, Escola Superior de Hotelaria e Turismo do Estoril, Lisboa, Portugal

With the increase of tourism activity, becomes more important to structure its offer, especially in terms of products and services differentiation in fragile territories. Based on a practical example this paper aims to present the work developed in the building of a tourist itinerary, from the beginning of the idea to its implementation. Based on an autoethnography methodology, and associated with a specific example, the paper develops the different stages of MTB Madrid Lisbon creation, also from the inside point of trade view. The MTB Madrid Lisbon is an itinerary that was idealized and commercialized by a Portuguese travel agency to be done on MTB or road bike. This is an adventure tourism itinerary implemented in a territory that links the two capitals of the Iberian Peninsula, with small towns and villages, where tourism is not very developed. All information and data were obtained over eight years, beginning with brainstorming, passing to the design, planning and field preparation, and implementation. This work reflects a rich collection of information especially at the planning level of tourist itineraries, with the potential to become a guide for identical models and even as a tool for teaching in the area of tourism planning. From the developed work it was still possible to perceive that this itinerary is constantly updated looking for continuous improvement and tourist satisfaction.
Towards a More Inclusive Discourse on Disability - an Argument for Paradigm Shift on ‘Access For All’ in India: Accessibility of Indian Museums for Persons with Disabilities with Case Studies from Gujarat and Benchmarks Against Rights of Persons with Disabilities Act 2016

Mala Arora, Student, Research Scholar, Anant National University, Gujarat, India

The construct of inclusion in India is relatively new and is continuously evolving. While the term inclusion has entered into the discourse of disability in India, we seem to be far away from the imbibing its true spirit. The suite of policy, rights, strategic frameworks, and welfare programmes in India may not be providing appropriate services to Persons with Disabilities (PwD). PwD must have the opportunities to live with dignity and to be able to access provisions of leisure and tourism alike. PwD are very often overlooked during the planning of policy frameworks and built environment. The purpose of my doctoral thesis is to explore, unravel, and examine the absence of adequate articulation of accessibility for Persons with Disabilities (PwD). The opportunities and entitlements within the PwD Act of 2016 for accessibility are designed with ambiguity marginalizing the nature of individual disabilities. This study investigates different procedures and practices followed in the process of policy making which disregards and contradicts the concepts of inclusion and accessibility. Accommodation and Accessibility are often used interchangeably and therefore this study aims to propose sustainable processes, practices and concepts required to create museums accessible to PwD. The outcome of this pilot study would perhaps be in the form of guidelines to be used as a guide or pre requisite to understand barrier free and Accessibility for PwD for the policy makers. The findings may also act as change maker in bringing a paradigm shift in the making of new policies and existing ones.
From March to Plight of the Penguin: An Encounter with Antarctic Tourism

Pat Mahoney, Assistant Professor, Department of Sociology, Colorado State University, Colorado, United States

The Antarctic Peninsula is one of the fastest warming places on Earth, with historic average midwinter temperatures exceeding 50°C since 1950 (IPCC 2022). The region is also the epicenter of a dramatic increase in Antarctic tourism along with being the primary nesting ground for Antarctica’s most prominent penguin species. As iconic images in travel catalogues and on expedition websites, Penguins have become a symbol of Antarctica’s conquest by the tourist industry. Yet, today these charismatic creatures are disappearing from the White Continent. This paper investigates the growing concern over Antarctic penguin colony collapse, a phenomenon situated at the intersection of accelerating climate change and tourism in the region. I argue that penguin’s encounter with the human – whether direct or indirect – has contributed to their current plight. The extraordinary increase in actual physical landings on the continent has brought penguins into direct contact with the human (Mahoney 2020). Penguin colony collapse can occur indirectly – without ever confronting the human – as a consequence of regional ice melt. As Antarctic ice extent decreases penguin colonies are forced into arduous intra-continental migrations or they collapse. This contradictory process of shrinking ice coupled with expanding tourist arrivals, calls into question the continuing presence of the Antarctic penguin as a tourist attraction (IAATO). Colony collapse is concentrated on the Antarctic Peninsula and in Western Antarctica, the same regions most directly impacted by tourism (Greenpeace 2020; British Antarctic Society). This paper argues that this relationship is anything but a coincidence.

Racial Capitalism at a Martial Art Destination Training Camp in Thailand: Who Benefits from Sports Tourism?

Alexandra Maris, Student, PhD, University of Toronto, Ontario, Canada

There is a new trend emerging in sporting tourism: martial art destination training camps. These camps are based in the places of ‘origin’ of certain martial arts such as Muay Thai in Thailand, Judo in Japan and Brazilian Jiu-Jitsu in Brazil. In my study, I examine how the transnational physical cultural hotspot of Phuket, Thailand draws sports tourists from the global north to train Muay Thai in Thailand. Through my critical institutional embodied ethnography of a Muay Thai camp I found that training camps sell a particular ‘authentic’ mythology of Thailand as the land of Muay Thai as well as selling Phuket as an exotic locale of sun, sand and surf. This form of sports tourist consumption allows for a primarily western demographic of tourists to transform their bodies in healthified spaces vis-à-vis biopedagogical practices. Consequently, the local Thai population functions within a racial capitalism framework that impoverishes discourses surrounding race and ingrains racial hierarchy due to commodifying racial identity. Thus, this leads to precarity of Thai trainers and staff and the furthering of health disparities due to prolonged exposure to combat sports. This paper addresses discriminatory structures and uneven power relations at a sports tourist training camp and suggests more ethical alternatives to this form of sports tourism.
Travel Behaviour and Perception of the Middle East as A Travel Destination: South Asian Traveller

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Pavlina Latkova, Professor, Recreation, Parks, and Tourism, San Francisco State University, California, United States

The topic of religion is not well represented in the tourism literature. However, religion and perceptions of religion may influence a travellers’ decision making. Specifically, perceptions of religious practices may have impacts on the image associated with a destination. The purpose of this research is to examine how south Asian tourists form a destination image of the Middle East. Further, this research explores the connection of religious perceptions and Middle East destination images. This research applies a mixed methods approach. Specifically, an online survey was gathered from social media groups to quantify perceptions and destination images. (Online surveys and semi structured interviews). Online surveys from a social media group and semi structured interviews were conducted of a randomly selected small group of participants. Results indicate that the participants created an image based on what they visualized and heard about the destination. They perceived the destination to be luxurious, safe etc. Participants indicated that religion of the destination was a factor that they considered. The perceptions of religion of the destination were based on the destination's political stability, lifestyle, and other history of the destination.

Art/Act - i on: Building Capacity and Creating Communities through Art

Nikita Teresa Sarkar, Student, PG Diploma | Fellowship, Anant National University, West Bengal, India
Sadhya Bhatnagar, Student, PG Diploma, Anant National University, Gujarat, India
Hesha Shah, Academic Associate, Academic Affairs, Anant National University, Gujarat, India

The workshop aims to create a dialogue around the importance of art in identity formation through the means of forum theatre, free painting, slam poetry, and building with clay. The four facilitators (founders of SICCA—Sustainable Indigenous Centre for Collaborative Arts) demonstrate activities that we have organised in our past residencies and use them to showcase our Mission and Vision. SICCA aims to bridge the gap between rural artists and global audiences through the use of technology, and by hosting residencies lead and facilitated by the artists themselves. Our mission is to equip indigenous arts and crafts practitioners through digital literacy programs, residencies, art in education modules and online networking platforms. This workshop is used to demonstrate our applied strategies so far and ends with an open forum for more ideas, information and discussion. We hope to also bring in the conversation of Culture Appreciation as opposed to Appropriation, the ethics of community engagement, especially while working in remote areas, and the challenges of the same.
Museums have the unique capacity to lend unaccompanied diverse cultural and natural collections to the public. Formalised as ‘loans services’ or ‘travelling trunks’ since mid-19th century, these ubiquitous and individualistic services have the longest, ongoing history of any museum outreach. 1,800 museums, presently lend to the public globally. In-house developed, they provide diversity in subject, content, format, management style, but constancy in offering regular (library-like) ongoing open user access. Curiously, their leisure value is largely unknown. In Australia, my multi-methods longitudinal analysis of the Queensland Museum’s lauded large state-wide service is shedding light on the extent to which it has been meeting community expectations including for leisure. Analysed through an inclusion theory lens, the study, spanning 30 years of “Queensland Museum Loans” operation, is identifying changing patterns of use penetration, user diversity, access opportunity, social impact and in-house volunteerism across time, age, location, and disadvantage. At this mid-study stage there is emerging an overall finding of pervasive leisure use embedded variously in all learning institutions. Of particular interest is the growth of regular lending to the caring and senior citizen sectors. Reflective of the characteristic flexible nature of a loan, a complex picture is emerging of a wide spectrum of community borrowing usage. The data is also revealing inclusion/exclusion factors and tensions unique to museum lending which may explain why the value of ‘leisure borrowing’ has hitherto gone unrecognized and how social inclusion theory and practice may be refined to better understand how leisure lending can realise its future potential.
Attendance List

Tamsyn Gilbert, Common Ground Research Networks, United States
Pamela L. Perez, California State University, Northridge, United States
Maria E Sanchez Zambrano, Pontifical Catholic University of Peru, Peru
Pavlina Latkova, San Francisco State University, United States
Paulette R. Hebert, Oklahoma State University, United States
Greg Clare, Oklahoma State University, United States
Rae Sheridan, Anant National University, India
Tracy Michaud, University of Southern Maine, United States
Abigail Qian Zhou, Hokkaido University, Japan
Pat Mahoney, Colorado State University, United States
Elsa Correia Gavinho, Escola Superior de Hotelaria e Turismo do Estoril, Portugal
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Subhalaxmi Mohapatra, Anant National University, India
Sharvari Mehta, Anant National University, India
Shubham Shukla, Anant National University, India
Seung Ah Eunae Kim, Arrirang Storytelling, South Korea
Common Ground Research Networks
Founded in 1984, Common Ground is committed to building new kinds of knowledge communities, innovative in their media, and forward-thinking in their messages. Heritage knowledge systems are characterized by vertical separations—of discipline, professional association, institution, and country. Common Ground Research Networks takes some of the pivotal challenges of our time and curates research networks that cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of humanities, the nature of interdisciplinarity, the place of the arts in society, technology’s connections with knowledge—these are deeply important questions of our time that require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations.

Common Ground Research Networks are meeting places for people, ideas, and dialogue. However, the strength of ideas does not come from finding common denominators. Rather, the power and resilience of these ideas is that they are presented and tested in a shared space where differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. These are the kinds of vigorous and sympathetic academic milieus in which the most productive deliberations about the future can be held. We strive to create places of intellectual interaction and imagination that our future deserves.
The Common Ground Media Lab is the research and technology arm of Common Ground Research Networks. Common Ground Research Networks has been researching knowledge ecologies and building scholarly communication technologies since 1984.

Since 2009, we have had the fortune of being based in the University of Illinois Research Park while building our latest platform – CGScholar. This is a suite of apps based on the theoretical work of world-renowned scholars from the College of Education and Department of Computer Science at the University of Illinois Urbana–Champaign. CGScholar has been built with the support of funding from the US Department of Education, Illinois Ventures, and the Bill and Melinda Gates Foundation.

The CGScholar platform is being used today by knowledge workers as diverse as faculty in universities to deliver e-learning experiences; innovative schools wishing to challenge the ways learning and assessment have traditionally worked; and government and non-government organizations connecting local knowledge and experience to wider policy objectives and measurable outcomes. Each of these use cases illustrates the differing of knowledge that CGScholar serves while also opening spaces for new and emerging voices in the world of scholarly communication.

We aim to synthesize these use cases to build a platform that can become a trusted marketplace for knowledge work, one that rigorously democratizes the process of knowledge-making, rewards participants, and offers a secure basis for the sustainable creation and distribution of digital knowledge artifacts.

Our premise has been that media platforms—pre-digital and now also digital—have often not been designed to structure and facilitate a rigorous, democratic, and a sustainable knowledge economy. The Common Ground Media Lab seeks to leverage our own platform – CGScholar – to explore alternatives based on extended dialogue, reflexive feedback, and formal knowledge ontologies. We are developing AI-informed measures of knowledge artifacts, knowledge actors, and digital knowledge communities. We aim to build a trusted marketplace for knowledge work, that rewards participants and sustains knowledge production.

With 27,000 published works and 200,000 users, we have come a long way since our first web app twenty years ago. But we still only see this as the beginning.

As a not-for-profit, we are fundamentally guided by mission: to support the building of better societies and informed citizenries through rigorous and inclusive social knowledge practices, offering in-person and online scholarly communication spaces.

Supporters & Partners

As they say, “it takes a village.” We are thankful for the generous support of:

And to our Research Network members!

www.cgnetworks.org/medialab
Climate change is one of the most pressing problems facing our world today. It is in the interests of everyone that we engage in systemic change that averts climate catastrophe. At Common Ground Research Networks, we are committed to playing our part as an agent of transformation, promoting awareness, and making every attempt to lead by example. Our Climate Change: Impacts and Responses Research Network has been a forum for sharing critical findings and engaging scientific, theoretical, and practical issues that are raised by the realities of climate change. We’ve been a part of global policy debates as official observers at COP26 in Glasgow. And we are signatories of the United Nations Sustainability Publishers Compact and the United Nations Climate Neutral Now Initiative.

Measuring
In 2022 we start the process of tracking and measuring emissions for all aspects of what we do. The aim is to build a comprehensive picture of our baselines to identify areas where emissions can be reduced and construct a long-term plan of action based on the GHG Emissions Calculation Tool and standard established by the United Nations Climate Neutral Now Initiative.

Reducing
At the same time, we are not waiting to act. Here are some of the “low hanging fruit” initiatives we are moving on immediately: all conference programs from print to electronic-only; removing single-use cups and offering reusable bottles at all our conferences; working closely with all vendors, suppliers, and distributors on how we can work together to reduce waste; offering robust online options as a pathway to minimize travel. And this is only a small sample of what we’ll be doing in the short term.

Contributing
As we work towards establishing and setting net-zero targets by 2050, as enshrined in the Paris Agreement and United Nations Climate Neutral Now Initiative, and to make further inroads in mitigating our impacts today, we are participating in the United Nations Carbon Offset program. As we see climate change as having broad social, economic, and political consequences, we are investing in the following projects.

- Fiji Nadarivatu Hydropower Project
- DelAgua Public Health Program in Eastern Africa
- Jangi Wind Farm in Gujarat

Long Term Goals
We’re committing to long-term science-based net-zero targets for our operations – and we believe we can do this much sooner than 2050. We’ll be reporting annually via The Climate Neutral Now reporting mechanism to transparently communicate how we are meeting our commitments to climate action.

www.cgnetworks.org/about/climate-pledge
Proceedings of the Seventh International Conference on Tourism & Leisure Studies, hosted by the Muziris Research and Convention Center, Kerala, India, 27–28 June 2022. The conference featured research from the following special focus: “Responsible Post Pandemic Tourism: Built Environment and Design Excellence” and annual themes:

- Theme 1: Changing Dimensions of Contemporary Tourism
- Theme 2: Changing Dimensions of Contemporary Leisure
- Theme 3: Tourism and Leisure Industries
- Theme 4: Critical Issues in Tourism and Leisure Studies