BOOK OF ABSTRACTS OF THE INTERNATIONAL CONFERENCE ON TOURISM (ICOT2016)

*New Challenges and Boundaries in Tourism: Policies, Innovations and Strategies*

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INTERNATIONAL CONFERENCE ON TOURISM (ICOT 2016)

New Challenges and Boundaries in Tourism: Policies, Innovations and Strategies

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CONFERENCE AIM

Tourism is a hypercompetitive sector constantly revolutionized by deep changes, both on the demand side (i.e., transformations in leisure and work, in distribution of income and development of new technologies) and on the supply side. These changes, which reflect the great uncertainty that characterises tourism worldwide, have been manifested at different scales including the individual, the business, the tourist resort, the destination or the national tourism system. The changes have been bound together in complex patterns that are evident throughout the tourism sector, whether in transport, entertainment or hospitality. Understanding how such changes affect tourism policies and planning and responding promptly to them and to the needs of a diverse global marketplace is an essential practice required by policy makers, the business sector, academics and practitioners.

Destinations and businesses have been both catalysts and recipients of change in the ways they have innovated in order to survive. Such innovation has sought to improve the competitiveness of businesses and destinations through the reduction of costs, increases in productivity, improved quality of products and service and the introduction of new products. In the future, the success of tourism businesses and destinations will continue to rely on planning and adaptation to continuing change in the demand and supply sides. Therefore, this conference will focus on change and response through policies, innovation and strategies. Some of the principal questions to be addressed are:

• What have been/will be the most significant changes in tourism demand and supply?
• How do these changes affect policy making and planning?
• What are the challenges in implementing tourism policies and strategic planning?
• What have been/will be the destination/policy responses/methods to change in tourism?
• Which technologies/strategies are used by tourism enterprises to attract/inform new and potential customers?
• What innovative tools, policies and strategies do destinations use in order to stay competitive?

Bearing all these in mind, this conference aims to add to this debate by stimulating discussion and exchange of ideas between tourism professionals, academics, researchers, policy-makers, consultants, practitioners, government officials and postgraduate students from all tourism-related fields.
CONFERENCE TOPICS

The conference will focus on a broad range of topics related to tourism, including (but not limited to):

- Innovation in Tourism
- Tourism Development, Policy and Planning
- Tourism Sustainability
- Public Administration of Tourism Development
- Local Government Role and Responses to Tourism Development
- Community Responses to Tourists and Tourism
- Collaboration and Cooperation between Stakeholders
- Theoretical Perspectives on Tourism
- End Users Engagement in Tourism Policy Making
- Economic/Social/Environmental/Cultural Impacts of Tourism
- Tourism Education and its Role in Managing Tourism Development
- Alternative and Special Forms of Tourism
- Niche Tourism: Issues and Trends
- Industry’s Role in Managing Growth
- Destination Marketing
- Information Technology in Tourism
- Tourism Research and Methodology
- Globalisation Effects
- Challenges and Best Practices of Hospitality and Tourism Marketing and Management
- Tourism Mobilities
- Transportation and Tourism
- Authenticity and Commodification
- The Future of Tourism
- The Effects of Crime, Terrorism, Safety and Security
- Managing Human Resources in Hospitality and Tourism
- District Management and Tourism Clustering
- Evolution and Transformation of Booking and Distribution Channels
- Social Networking and New Forms of Tourism
COMMITTEES

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- Marcantonio Ruisi, University of Palermo, Italy

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Gastronomical quests of tourists, authenticity or safety and comfort? A conceptual study

Gastronomy is broadly defined as the art or science of cooking and eating well. From an academic perspective, however, gastronomy is regarded as a field of scientific inquiry that focuses on the relationships between food and culture. Relying on the connection between gastronomy and culture, researchers widely accept that gastronomy plays a critical role in tourism and destination marketing and management. In fact, gastronomy is seen as one of the motivating factors for visiting tourist destinations. More specifically, in some certain cases where tourists have a strong motivation for sampling local food, gastronomy might become a very critical component of tourist experiences. Thus, authenticity of local food and its presentation may be one of the dominant attributes. While some tourists embark on a quest for authenticity, the others tend towards non-authentic (non-original) experiences. Therefore, it is seen necessary to investigate the tourist behaviors from the perspective of a quest for authenticity in tourism experiences. With this perspective the current study aims at conceptually investigating how the quest for authenticity influences tourists’ behaviors with reference to local food consumption. More specifically, the study compares tourists’ quest for authenticity and their willingness to safety and comfort. For this, the study proposes a conceptual model that defines the tourists’ typologies based on the relationships between their food consumption and authenticity seeking behaviors in different contexts. Relying on the extant literature regarding the associations between authenticity, gastronomy and tourism, it seems three possible contexts emerge depending on the tourists’ quest for authenticity. Those emerging from two extreme and one middle point can be definable with reference to several attributes including authenticity, food, establishments, challenges and experience. Three different contexts reveal three different tourist typologies whose behaviors are suitable for the corresponding context. Thus, this study identifies authentic marginals, moderates and safe marginals in order to describe the expected tourist behaviors within a certain tourist typology that corresponds to each context. Lastly the conclusion and implementation part was given.