

# CALL FOR PAPERS

ASTRES – 7th Annual Multidisciplinary Conference on Tourism

## **Tourism and adaptation:**

**a sector and activities faced with economic, environmental, cultural and social change**

14th and 16<sup>th</sup> June 2017

**Université de Grenoble Alpes (IGA, Cité des territoires)  
France**

The next annual conference of the Association for Tourism Research and Higher Education (ASTRES) will be based around the theme of “Tourism Adaptation” and the multiple forms and scales of change that characterise this sector. Contributions are welcome from a wide range of disciplines including geography, sociology, history, anthropology, architecture, law, economics, political science, psychology and sport science.

Tourism is particularly influenced by major upheavals taking place in the world. Past, current and future changes in society, the transformation of the relations between populations, space and time and the rise in uncertainty about the future all question the future of tourism. The ways in which tourism adapts are considered in terms of changing tourist behaviour, of tourist development projects and of mobility patterns, as well as in relation to territorial management systems and environmental constraints and hazards. These issues will be explored from both theoretical and empirical perspectives, at different spatial and temporal scales, demonstrating the complexity of the forms and processes of adaptation.

Tourism, tourist behaviour and the expectations of tourists have evolved substantially over the last century affecting both supply and demand. These trends continue and become more complex as new forms of tourism emerge, as different forms of transport and mobility develop, as new technologies are utilised and as time scales change. In a context of external constraints in the form of climatic and social change, tourism is faced with new challenges and the need for new forms of adaptation. What form does such adaptation take from a spatial, temporal or organisational perspective? What impacts result in terms of the image and perception of tourism? Does tourism exhibit a particular vulnerability to change? Which tourist regions, destinations and sites are affected? Is tourist development itself not a risk for the future of tourism? The conference aims to identify such issues and provide answers to these and similar questions.

### **Themes for discussion**

For the conference potential themes for discussion and debate include:

*Tourism and environmental change*

New challenges for tourist development exist as a result of climatic change and climatic accidents, a reduction in biodiversity and the modification of hydrological and soil systems. Tourists and tourist destinations need to adapt their activities, leading potentially to a shift of tourism to new regions and to the development of new forms of environmental tourism. How can environmental impacts be reduced?

#### *Tourism and tourist activities*

Alongside more traditional forms of tourist activity related to seaside or skiing holidays (which themselves are changing) new types of tourism are emerging often adapted to changing forms of demand associated with the development of new sports and the need to adapt to lower budgets or to people with disabilities. In certain cases, these changes are associated with untypical or marginal areas. What are these activities and areas and what creates this demand? Distinctions between places of residence, work and leisure are becoming blurred, stimulating other mutations to tourism.

#### *Tourism and tourist rhythms*

The seasonality of tourist activities has long been a source of adaptations. Tourist demand also fluctuates in relation to the length of stay as destinations are increasingly faced with the need to cater for day visitors and short and long stay holidaymakers, often with different or conflicting behaviour patterns. Changing life-styles also generate new patterns of tourism as in the case of the growth of night-time tourist activities.

#### *Tourism and resources*

Multiple tourist resources (natural, cultural, territorial) exist but how are they used and managed in a context of increasing globalisation? These resources are increasingly complemented by artificial creations, eliminating constraints such as seasonality. Does this reduce the authentic character of the tourist experience? What is the role of heritage tourism in this evolving context and how is tourism adapting in relation to the concept of "immaterial or intangible heritage"? Creativity also plays an important role in developing new tourist resources.

#### *Tourism and new forms of accommodation and transport*

The "sharing economy" is rapidly developing especially in relation to new forms of renting accommodation and transport (web sites such as Airbnb, Uber, Blablacar), providing new opportunities for consumers but challenging existing operators. Air transport continues to grow rapidly but with changing economic models. What are the factors that have promoted these and other changes and what are their impacts on more conventional forms of transport or accommodation? How have tourist destinations adapted to these changes?

#### *Tourism and risk*

Adaptation also occurs as knowledge increases of different forms of risk affecting tourist destinations – natural or health hazards, risks for society. This raises the question of how

links between tourism, tourist destinations and risks are evolving. The perception of risk by different tourist actors is also important particularly in terms of anticipating future disasters. In this context how can the fears of populations be managed or diminished and in what ways can tourist destinations be made more secure so as to maintain tourist flows? In the face of the development of new forms of tourism (for example, “black tourism”), what attitudes should be adopted? Is it morally acceptable to visit war zones?

#### *Tourism and tourist images*

Numerous questions might be posed in this field. How, for example, are images and the perception of tourism changing as media coverage of tourist destinations increases? What effect do these images have on competition and what is their impact on tourist demand? Do these images respect norms and how are they adapted to different market segments (tourists from emerging countries or senior citizens, for example)? What are their roles in the development of new tourist destinations compared with traditional locations and to what extent can they be used as indicators of new tourist trends?

#### *Tourism and new information technologies*

The main question concerns how new information technologies are changing tourist activities and tourist behaviour. How can the data generated by these technologies be used to enhance knowledge of tourists themselves and of their activities? What impact does this have on the development of new tourist products and destinations? How are virtual tourist environments used to inform visitors and to improve destination marketing and management? Are all such innovations desirable?

#### *Tourism, planning and development and governance*

The emergence of new forms of tourism and new tourist destinations is accompanied by the adaptation of management systems and governance, increasing involving the participation of a range of local stakeholders in decision making. Faced with increased competition, destinations need to modify their tourist products, facilities and environment (including in the architectural field), as well as their systems of management. How are these issues being tackled? What processes and tools are used to effect change? It would be particularly interesting to analyse examples of best practice in these different areas of change.

#### *Tourism and mountainous regions*

Special attention will be given to the analysis of the above themes with respect to the adaptation of tourism in or in relation to mountainous regions.

#### **Practical information**

- Proposals for conference papers (which can be submitted and presented in English) containing a maximum of 400 words should be sent no later than 30<sup>th</sup> January 2016.
- The Organising Committee will reply to your proposal by the 28<sup>th</sup> February 2017.

- The Conference will take place at the Institut de Géographie Alpine at the University of Grenoble-Alpes between the 14th and 16<sup>th</sup> June 2017.
- You can connect : <https://astres2017.sciencesconf.org/>

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With participation of Master Innovation et territoire (ITER) students ([www.masteriter.fr](http://www.masteriter.fr))