

Akureyri - Iceland

September 22nd – 25th 2005

The 14th Nordic Symposium

in Tourism and Hospitality Research

Culture and Society - Stream 1

Friday

10:45 – 12:45

- Lyngnes & Sletvold Use of Viking resources in Nordic tourist attractions
Burnett & Burnett Resources for cultural tourism in the Northern Periphery: a Scottish perspective on aspects of a shared heritage past and a common cultural present
- Ericsson Tourism Impacts of Cultural Events in Small Towns in Norway
Braunerhielm The place of cultural heritage - A case study of the production and consumption of a tourism destination in Grythyttan, Sweden

15:40 – 17:40

- Helgadottir How do managers of cultural institutions relate to cultural tourism?
Olsen Museums as tourist attractions
Karlsdóttir Staging tourism: the question of authenticity

Saturday

10:45 – 12:45

- Honkanen Climbing the ladder: Past travel experience in childhood and cultural travel motivations
Daugstad When the farmer becomes a provider of landscapes and rurality and the tourist wants a part of "authentic rural life": a story of insiders and outsiders in the Norwegian landscape
Luoto Places at the crossroads of fiction and non-fiction: Rural "theme villages" reviewed in Finland and Scotland
Kvistgaard MÖN 2004 - Results from a research project on socio-culturally sustainable tourism experiences

14:00 – 15:30

- Furunes&Mykletun Locals' appreciation of tourism development in Bagamoyo, Tanzania
Jóhannesson Tracing Tourism: Relational approach to tourism development
Kaae A model of resident coping with tourism impacts



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Economy and policy - Stream 1

Friday

10:45 – 12:45

- Larson et al. Mapping festival stakeholders: Cases in Calgary, Canada and Sweden
- Björk & Virtanen Hub-firms in tourism networks and co-operation facilitators
Tuohino et al. CET model for joint enterprise network analysis and development - a useful tool for collaborative SMTEs
- Komppula Performance determinants in small and micro tourism businesses

15:40 – 17:40

- Holma The dynamics of business relationships in business travel industry – a triadic approach
- Sigurdardottir The operating environment of equine tourism in Iceland
Nilsson Cruise tourism and the new tourist - Is it time for a new definition?
- Mykletun Patrons' responses to smoking bans in cafés, bars, nightclubs and restaurants in Norway

Saturday

10:45 – 12:45

- Bakkevig et al. On becoming a professional in the hospitality industry
Øgaard Are they really that different? Organizational Archetypes in the service industry
- Gudmundson Results from a study of job characteristics amongst employees - in seasonal tourism businesses
- Bredvold Job satisfaction in Tourism SMITEs

14:00 – 15:30

- Lundberg Critical incidents in service encounters at a Swedish tourism shopping destination: the employee perspective
- Anderson Restaurant accounting systems for the experience economy
- Gestsson et al. Management in the Icelandic travel industry



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Economy and policy - Stream 2

Friday

10:45 – 12:45

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| Jónsson | The impact of tourism in the Icelandic rural areas |
| Halpern | Airport marketing as a means of exploiting the potential for tourism in Europe's northern periphery |
| Larsen et al. | It's safer at home" - Subjective food-risk judgement in tourists |
| Syvvertsen | How to achieve economic growth in Montenegro using social capital and intellectual capital as tools; Preliminary findings from the Igalo Spa Centre |

15:40 – 17:40

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| Skalpe | The CEO gender pay gap in the tourism industry. Evidence from Norway |
| Mossberg | Storytelling and concept development in hospitality and tourism |

Culture and Society/Economy and policy - Stream 2

Saturday

10:45 – 12:45

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| Marjavaara | Second Home Development and Population Change in Attractive Rural Communities – Evidence from Sweden |
| Hiltunen | Mobility patterns of second home owners - Travelling from Helsinki Region to the Finnish Lakeland |
| Müller | Amenity Migration and Tourism Development in the Tärna Mountains, Sweden |
| Karlsson & Lönnbring | Let's show them every day: On successful woman entrepreneurs in rural areas |

14:00 – 15:30

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| Ness | Strategic development of destination and the role of internetwork bridging ties |
| Gyimóthy | From Slow Food to Scary Food: the Ludic Turn in Gastronomic Tourism |
| Mykletun et al. | Scary food: The renaissance of the sheep head meal in Norway |



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Nature

Friday

10:45 – 12:45

Alakoski	Customer value of nature-based activities
Saethorsdottir	Usefulness of the purist scale when planning Nature tourism
Haukeland	Tourist perspectives on overgrown landscapes in rural areas
Ankre & Emmelin	Planning for a Mosaic of Values in a Discontinuous Landscape - Planning for recreation in the Luleå Archipelago, Sweden

15:40 – 17:40

Sparf	Choosing right - evaluating and comparing eco-tools
Bollason	Nature based tourism product development - Experience from the Westfjords of Iceland
Pórðarson & Aradóttir	Hot bathing springs - A resource in Icelandic tourism
A.Cederholm &Hultman	Tourists and global environmental change: a possible scenario in relation to nature and authenticity

Saturday

14:00 – 15:30

Lundmark	The role of national parks and protected areas for labour market restructuring: From forest sector employment to tourism?
Wall	Hikers' Experiences and Stressed Reindeer: Interactions of back-country hikers with semi-domesticated reindeer
Fredman	Tourism in the context of National Park Designation

Education/Research

Saturday

10:45 – 12:45

Johansen & Larsen	Is tourism really more difficult?
Ball	Hospitality Management Research Leadership in Universities
Gauthier & Marnburg	Knowledge management issues in the hospitality industry. What do we know?
Valsson	Adult education at the Icelandic Tourist Guide School: Students profile, their motivation to study and barriers to participation



THE ICELANDIC TOURISM RESEARCH CENTRE

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Marketing

Friday

10:45 – 12:45

Gunnarsdóttir
Alatalo & Ahtola

Rural destination marketing: A case study from North Iceland
Micro-sized tourism businesses in joint marketing and product development process

Blichfeldt &
Jepsen
Therkelsen

Having nothing better to do: Why people spend their vacations at a nearby caravan site
Holiday decision making in families - strategies and outcomes

15:40 – 17:40

Zillinger
Björk

A spatial approach on tourists' travel routes and activities
Web sites features and emotional response - an analysis of tour operator's web sites

Lyngnes
& Rosendahl
Jacobsen

Norwegian tourist attractions market communication - what and how
Winter wonderland? Assessment of downhill ski holidays in Norway

Saturday

10:45 – 12:45

Therkelsen &
Halkier

Negotiating Place Branding Umbrellas Images, functional diversity and organisational positioning in coordinated national tourism and business promotion.

Eskilsson&Nilsson

Creating cross border destinations. Interreg projects as tools for destination development

Blom

A five-aspect-meal model for the development of tourism and hospitality

Laerdal et al.

Atmosphere as a key dimension for destination development

14:00 – 15:30

Blichfeldt
Ooi
Vujicic

Unmanageable destination images?
Denmark through Chinese Eyes: Returning the imagination
Do you communicate photographic messages effectively? A study of advertisers' compositions of photographic messages and potential tourists' interpretations of photographic messages in tourist brochures

