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
Kaæe  A model of resident coping with tourism impacts
Akureyri - Iceland
September 22nd – 25th 2005
The 14th Nordic Symposium in Tourism and Hospitality Research

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
Akureyri - Iceland
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Economy and policy - Stream 2

Friday
10:45 – 12:45
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
Syvertsen 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
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
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 & Let's show them every day: On successful woman entrepreneurs in rural areas
Lönnbring

14:00 – 15:30
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

THE ICELANDIC TOURISM RESEARCH CENTRE
Akureyri - Iceland
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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
Þórðarson & 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
### Marketing

**Friday**

**10:45 – 12:45**

- **Gunnarsdóttir**
  - Rural destination marketing: A case study from North Iceland
- **Alatalo & Ahtola**
  - Micro-sized tourism businesses in joint marketing and product development process
- **Blichfeldt & Jepsen**
  - Having nothing better to do: Why people spend their vacations at a nearby caravan site
- **Therkelsen**
  - Holiday decision making in families - strategies and outcomes

**15:40 – 17:40**

- **Zillinger**
  - A spatial approach on tourists' travel routes and activities
- **Björk**
  - Web sites features and emotional response - an analysis of tour operator's web sites
- **Lyngnes & Rosendahl**
  - Norwegian tourist attractions market communication - what and how
- **Jacobsen**
  - 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**
  - Unmanageable destination images?
- **Ooi**
  - Denmark through Chinese Eyes: Returning the imagination
- **Vujicic**
  - Do you communicate photographic messages effectively? A study of advertisers' compositions of photographic messages and potential tourists' interpretations of photographic messages in tourist brochures