

2nd International Conference of Critical Tourism Studies Asia Pacific

- Tourism in Troubled Times:
Responsibility, Resistance and Resurgence in the Asia Pacific-

BOOK OF ABSTRACTS

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KEYNOTES & ROUNDTABLE DISCUSSIONS

ENDO Hideki (Ritsumeikan University)

Keynote Title: *Tourism in Mobile & Digital Society: The Japanese Cases of Travelling Material Things*

All “social spaces” where we live with others depend on social backgrounds. Especially in the present age, “social spaces” are strongly affected by the social backgrounds in which human beings, material, capital, information, images, and ideas are moving and travelling globally beyond borders. The formation of “social spaces” in the present age is significantly influenced by global conditions of mobility. Following the “digital revolution”, media play a large role in bringing about social mobility. These social mobilities have been formed by deep relationships with digital media following the “digital revolution”. At the same time, in the “Age of Mobility”, media have become “settings” in which various performances are expressed; a form of “social space”. Social mobilities are transforming the nature of platforms in digital media as “social spaces” where we express our performances, images and ideas, while platforms in digital media are transforming the nature of social mobilities. At the same time, “platforms” as “social spaces” are thereby encouraging the various phenomena associated with mobility to become something new. We can see this reflexive relationship very clearly in tourism. This can be seen clearly in the movement of tourism, or tourism mobility. Tourism is a phenomenon where the features of “mobile and digital society” appear radically. Therefore, in this presentation, I will discuss how “social spaces” in tourism have become closely connected to digital media and is being transformed by that connection, with reference to specific Japanese cases including the travel of stuffed animals.

JAMAL Tazim (Texas A & M University)

Keynote Title: *Shared Responsibilities and Practical Actions for Resilient Futures*

The Critical Tourism Studies Asia-Pacific Conference at Wakayama University in February 2020 offers a timely, collaborative space to seek new perspectives and practical actions for local and global sustainability. As a social practice, tourism contributes to individual flourishing and communal well-being. We believe in its potentiality, its capacity to contribute to planetary sustainability and care for the “other”, human and non-human. But we must also look at tourism’s contributions to local and global 災 (sai)—the kanji character meaning disaster or misfortune that the head priest of the UNESCO World Heritage registered Kiyomizu Buddhist Temple in Kyoto sketched with his calligraphy brush (see conference website). We gather at Wakayama with a clear mandate for *response-ability* (to use Donna Haraway’s term as portrayed on the conference website), for tourism *is* in trouble times. We are tasked to re-envision tourism in the Anthropocene, to reclaim its potential and promises through critical research, caring engagement, dialogue, and thoughtful innovations. Now, more than at any other time in this beautiful planet’s history, the conference themes of *responsibility*, *resistance* and *resurgence* issue a call to action to tackle the global challenges ushered in by this new decade and build resilient futures. Among the topics that await exploration at the conference, I sketch a picture of the following, identifying insights for social justice and sustainability in the 21st century:

- Climate justice, climate literacy and a ‘precarious’ ethic of care;
- Restorative (tourism) justice in resiliency planning and post-disaster recovery;
- Pluralistic worldviews and inclusivity.

KATO Kumi (Wakayama University)

Keynote Title: *Ecohumanities Perspectives in Critical Tourism Studies: Gender & Sustainability*

Employing ecohumanities (Weir, 2008; Rose & Robin, 2004) as a methodological foundation, this paper explores multiple and diverse ways of knowing as critical foundation for sustainability agenda. Human-ocean relationship from women's perspectives are explored through two cases, which identify the power of women's knowledge in its inclusiveness, reciprocity and intuitive way of knowing. The paper suggests that sustainability agenda can be advanced by challenging hierarchical systems of knowledge and valuing alternative and diverse ways of knowing, in this case, ecological knowledges, intuition, senses and creative expressions. Set in the context of rapid tourism growth as a strategy to revitalizing the regional areas in the nation experiencing ageing and declining population, the paper questions the essence of sustainability today, which could be saved or diminished by the tourism agenda.

SHARPLEY Richard (University of Central Lancashire)

Response to Tony Wheeler's Keynote (with apologies!):

From Lonely Planet to a crowded (with tourists) planet

As Tony acknowledges, one of the latest in a long line of buzzwords in tourism is what is euphemistically referred to as 'Overtourism'. Subject to definition (typically, it is considered to be when a particular destination's capacity – physical, social, psychological – is exceeded), evidence of overtourism is beyond dispute. Also beyond dispute is the emergence of the related anti-tourism movement which endows contemporary overtourism with a certain uniqueness; since the 1970s, the dangers of excessive tourism numbers have been both predicted and experienced, so the only surprise is that we are surprised by overtourism! Equally, many proposed solutions have long been tried and tested (and often failed). What can be disputed, however, is that there is 'an easy cure'. Commencing with a brief and personal look at Lonely Planet's contribution to tourism development, essentially pointing out that the guidebooks have long been part of (but not a contributor to, as some would criticise) the remarkable expansion and democratisation of tourism, I argue that contemporary 'overtourism' is the inevitable outcome of the wider belief in and adherence to economic growth – that 'producing' and 'consuming' more tourism on a global scale is not only possible but a valid objective in development terms. From this perspective, overtourism is not a tourism destinational problem but a symptom of the wider problem of unsustainable growth. Thus, bringing carefully managed tourism to 'undertouristed' areas, as Tony suggests, may be beneficial at the local scale; the real challenge, however, is to achieve an overall no-growth or de-growth in international tourism.

WHEELER Tony (Author and Co-Founder Lonely Planet)

Keynote Title: *Overtourism – The Bad, the Good & an Easy Cure*

Tourism has always been full of buzzwords – recently we've moved on from voluntourism, staycations are becoming a little passe, ground travel is making a comeback against all those low-cost-carrier weekend escapes and second cities are a concept I'm very enthusiastic about, but the two big buzzwords as we move into the 2020s are certainly Flygskam or flight shame (with Green Travel as it's opposite number) and the big subject we're here to discuss: Overtourism. I don't want to downplay the dangers of Overtourism, but I do want to look at why it happens and what we can do about it. I will look at places that have big tourist numbers, but seem to manage them comfortably, I'll suggest that even places that feature on the overtouristed shame list are not necessarily lost causes. I also plan to talk about Overtourism's opposite number: Undertourism. Finally, I'm going to look at a place where I've been to recently which is dramatically undertouristed and why I don't feel their easy answer to keeping tourists out is necessarily a good one.

YAMASHITA Shinji (The University of Tokyo)

Keynote Title: *Critical Tourism Studies: A View from Japan*

In 2003, the then Prime Minister Jun'ichirō Koizumi declared that Japan should become a tourism-oriented country (*kankō rikkoku*). What he meant was that Japan should promote the arrival of international tourists as an important economic development policy. Despite a significant decrease in Korean tourists due to the recent damaging political relations between the two countries, the number of inbound tourists (those coming from overseas) has increased to the extent that it reached appropriately 32 million in 2019. The Japanese government is aiming to raise this number to 40 million by 2020, the year of the Tokyo Olympics and Paralympic Games. In parallel with this policy promoted by the national government, we have also seen the rise of tourism education in Japanese universities from only a few to more than 80 that offer tourism studies. One would say that tourism education is now booming in Japan, but in reality, this area of study is not necessarily well established. This paper discusses the present state and future possibilities of this field in Japan by reviewing its history to the present, drawing from my academic background in the anthropology of tourism. In so doing, the paper attempts to provide a brief sketch of possible directions in the development of critical tourism studies in Japan.

YANO Christine R. (University of Hawai'i at Mānoa)

Keynote Title: *Jet Age as Troubling Times? Case Study of Pan American World Airways in Japan*

On April 1, 1964, the Japanese government lifted the international travel restrictions it had imposed since the days of the American Occupation (1945-1952), opening the travel floodgates for Japanese citizens to coincide with the achievement of the Tokyo Olympics held that year. These floodgates opened amid the Jet Age, begun in 1958 with the first trans-oceanic passenger jets. They opened an era of first-world expansionism led by the technological innovation of jet-propelled planes that reduced air travel time, increased passenger loads, and expanded international travel to middle classes. Amidst an ethos of “higher, faster, farther” for this new form of travel, the Jet Age painted heady opportunities led by technology and fast-growing economies. Troubled times? Those living in the era would vehemently deny this. Jets illuminated the forefront of science, technology, and human innovation. However, I ask that we reframe the Jet Age, perhaps less through “troubled times” and more through the concept of “troubling times” and by doing so, take a more critical look at its social effects. Whereas the Jet Age typically evokes dreamy possibilism of growth and expansion, I ask, at what social cost? And in a country such as Japan which was just proving itself as an international player, to what political effect? I take Japan and the American corporation, Pan American World Airways, as a historical case study within a nascent tourist industry in Asia whose assumptions and effects troubled the ambiguities of modernity.

INVITED PANEL ABSTRACTS

ENDO Hideki (Ritsumeikan University) & Koji Kanda (Ritsumeikan University)

Tourism mobilities in Japan

According to John Urry, modern society has been characterized as being "mobile," and within that we are also living "mobile lives." In modern society, flows of people, things, capital, information, ideas and technologies are constantly being occurred, and as they are merging like a violently rushing stream, what could be termed a landscape of mobilities has appeared. Social realities are in flux, and are changing into shapes that are different than those that existed before now. When we look at mobilities in the modern world, we can no longer think of them without tourism and travel. Tourism is not simply the movement of people. It also involves the movement of things, such as souvenirs and suitcases. Also, people use media such as tourist guidebooks, the internet and smart phones, etc. to search for information and data, and they carry many images of the tourist site with them when they set forth on their trips. This generates the movement of information, data and images as well. Also, tourism connects and establishes different industries, starting with travel agencies, airlines in the transportation industry, and hotels, etc., in the hospitality industry, so as expected, it is accompanied by the movement of capital. In this way, tourism creates mobilities, and is a social phenomenon that shakes the concepts of society and culture from their foundations. "Tourism mobilities" is a concept that demonstrates this clearly. Therefore, in this panel, we would like to expand the inquiry of tourism mobilities, especially using the cases of Japan.

KATO Kumi (Wakayama University)

Resilience panel – Women & Sustainability

This panel explores intersectionality of "Women and Sustainability" with a specific focus on resilience. Resilience is defined here as a capability to survive and bounce back or, more accurately, bounce forward (resurgence) in the context of difficult or "troubled times". Our concept here is based on the belief that "humans and nature are strongly coupled to the point that they should be conceived as one social-ecological system"(Stockholm Resilience Centre, 2014), which includes adaptive capacities that "develop and maintain social capital as it is expressed through a sense of belonging, a sense of community, place attachment and participation in civil society(Cox & Perry, 2011, p. 395–396). We explore women's role in strengthening such capacities, and thus resilience for sustainability, towards the 2030 Agenda mandate, "leaving no one behind". The discussion in this panel suggests that the women's power lies in their knowledge and ways of knowing, and such acknowledgement would allow an advancement of the sustainability agenda. Tourism here is a "system of knowledge production" (Figueroa-Domecq, Pritchard, Segovia-Perez, Moran, & Villace-Molinero, 2015, p. 89), which empowers and disempowers women as they may be subjected to bias, discrimination, stereotypes, but at the same time liberation challenging existing barriers and social protocols. Tourism can be situated in the intersection that may help to break such barrier, while at the same time, generates barriers that devalue the core qualities of the practice sustainability. Examples and perspectives will be given from perspectives and contexts from Japan, Uzbekistan, Nepal, and India from industry, government and community perspectives, focusing on issues relating to SDG5 gender equality. This is an attempt to initiate an alternative discourse on gender and sustainability, and present an opportunity for a critical and creative research direction, focusing specifically on the quality of responsibility, resistance and resurgence from the Asia-Pacific perspectives.

LEMARIE Jeremy (University of Paris Est) & **TOWNER Nick** (Auckland Institute of Studies)

Surf & governance, lisahunter (Monash University), Adam Doering (Wakayama University), Eri Mizuno (University of Marketing and Distribution Sciences),

Response-ability in the entanglement of gender, surfing and tourism

Sex, gender and sexuality have played an important role in shaping the culture of surfing and are central themes in the study of sport and movement cultures. With a rich precolonial history, surfing diaspora has constituted a 'modern' response including revisionist histories both shaped by visual culture, commodification, sportization, mediatization, and globalization, arguably all linked to sex, gender and sexuality. Such responses are evident in tourism, a mechanism and space where many changes are noteworthy. Using the physical culture of surfing as its focus, this international panel discusses the complex relationships between surfing, sex/es, gender/s and sexuality/ies in relation to tourism and its response-ability to space, place and gender.

MARTINI Anna (University of Groningen) & **Julia Gerster** (IRIDES, Tohoku University)

Tourism as a form of recovery? Tourism in post-3.11 Northeast Japan

Tourism has been recognized as an important aspect of the recovery and revitalization of Northeast Japan (Tohoku). As the Japanese government is putting a lot of effort into the increase of foreign tourists in the whole country, the number of tourists in Tohoku is already surpassing those of pre-3.11 (Reconstruction Agency 2019). The increase of tourism in Tohoku should not only lead to the economic support of the region but also provide lessons for the tourists. Seeing the places affected by 3.11 they are supposed to learn how to evacuate appropriately in case of a tsunami warning, what goods they need to pack in their emergency bags, and about the current state of recovery. Nevertheless, many challenges remain regarding tourism in the disaster-stricken areas in Tohoku. On the one hand, the disasters struck a region prone to depopulation and economic downturn already before March 2011 and many communities are not used to large numbers of tourists. On the other hand, a bad image of “dark tourism” may prevent many from visiting disaster remains as part of their leisure activities. In this panel, we explore different examples of touristic activities established after the 3.11 disasters. While Tōhoku has always been considered a rural and relatively secluded region, attracting very few tourists compared to other parts of Japan, already in 2012, with the first set of short-term recovery efforts underway, some towns began developing new tourist projects, inviting Japanese and foreigners to visit and help in the recovery. By investigating forms of “Bosai Tourism”, we will discuss an attempt to disconnect “post-disaster tourism” from its negative image by highlighting aspects of disaster risk education. The panel explores the role of affect in dark and post-disaster tourism settings by arguing that: (1) affect can elicit strong emotional reactions in tourists visiting post-disaster Tohoku and contribute to significantly shape their experience and even favour cross-cultural communication; (2) Bosai Tourism (Disaster Risk Mitigation Tourism) is part of a cultural rehabilitation process to cope with the 3.11 triple disasters, used to integrate the negative experiences in their collective memory; (3) Bosai education in post-disaster schools used as memorials to convey the lessons learned from the experience of the disaster; (4) recovery of regionalism is pursued in the disaster area as the essential socioeconomic platform for the post-3.11 Disaster Japan. However, both consenting and dissenting voices towards the promotion of regionalism exist.

MOSTAFANEZHAD Mary (University of Hawai'i at Mānoa), Harnng Luh Sin (Sun Yat-Sen University), Joseph Cheer (Wakayama University) & Tim Edensor (Melbourne University)

Viral Anxieties/Bordered Securities: Coronavirus in the Age of Global Tourism

The 2020 coronavirus outbreak hit the world by storm. With more than 30,000 flights canceled and counting, the quarantine of thousands of people and mass hysteria within the social media sphere, the coronavirus has inspired fear and anxiety around the world. While scholars have addressed the role of tourism in the spread of disease, the reaction to the coronavirus globally has revealed how little we actually know about the role of tourism as an agent of and response to global health crises. This roundtable will open up the debate by addressing tourism and global and local responses to the coronavirus outbreak from a range of perspectives including, but not limited to, geopolitics, global health, (im)mobilities, security, biopolitics, and tourism planning.

QU Meng (Hiroshima University), Andrew McCormick (Director, Art Island Center/ Hiroshima University), Solène Prince (Linnaeus University)

Art in the Periphery: Successes and Challenges of Art and Cultural Tourism-Based Revitalization Initiatives in Rural Communities: Social Art and Placemaking

In the face of shrinkage, aging, and marginalization, peripheral communities around the world face threats ranging from loss of services and cultural assets to outright extinction. This three-part panel critically examines a range of tourism-related interventions and initiatives in peripheral regions in East Asia and Europe that employ socially engaged art, art/cultural festivals, arts investment, and creative placemaking activities to affect revitalization, boost tourism, and strengthen social bonds. Panelists weigh the demonstrated positive effects and potential of these initiatives against issues including gentrification, cultural conflicts, power disparities, uneven benefits, and unequal access.

Part I: Social Art and Placemaking

Panelists examine the promise and pitfalls of participatory creative projects in the rural context. Comparing cases in China, Taiwan, and Japan, panelists examine community expectations, the tourist gaze, and the strengthening and rearticulation of place amid decline.

Part II: Art Festivals and Revitalization

Panelists consider art festivals as opportunities for revitalization through tourism and business development. Focusing on Japan, the discussion compares the adaptation pressure faced by the country's traditional festivals with the rise of successful contemporary art festivals throughout the country.

Part III: Art Islands and Cultural Landscapes

Panelists examine three "art islands" in Japan and Europe, discussing artist networks and collaboration, the potential and consequences of a rural "creative class," and shifting cultural landscapes as reflections of both opportunity and displacement.

The organizers of this panel are Meng Qu and A. D. McCormick, who are both affiliated with Hiroshima University as well as Art Island Center (www.artisland.jp) on Naoshima, Japan.

REAU Bertrand (CNAM), Maria Gravari-Barbas (University Paris 1 Panthéon-Sorbonne)

Disciplinary approaches and Tourism Studies

Disciplinary approaches and Tourism Studies: the challenges of knowledge production. "If the researchers agree that epistemologically speaking, tourism studies do not exist as such. Many researchers aim to transcend disciplinary boundaries to produce a more integrated knowledge. This knowledge is intended to be 'transversal,' 'transdisciplinary,' although it is most often based on the sharing of work from different disciplines and/or on the import by a researcher of concepts produced in disciplines other than his own. What are the contributions, methods and theories of the different disciplines (geography, sociology, economics, anthropology, etc.) in the field of tourism studies? What are the relationships between these disciplines? This panel assumes that there are different national configurations that will need to be updated to enrich scientific exchanges on tourism research fields. In this respect, contributions are expected from the different disciplines and/or analysing specific national configurations.

SCHANZEL Heike (Auckland University of Technology (AUT), Joseph Cheer (Wakayama University)

Masculinities in the Field: Insights from Critical Tourism Researchers

This panel is inspired by the forthcoming book, *Masculinities in the Field* co-edited by Brooke A. Porter, Heike A. Schänzel and Joseph M. Cheer (Channel View, 2020), a companion guide to *Femininities in the Field* (Porter & Schänzel, 2018). The aim of this panel is to debate and showcase the performance of masculinities in the field and the encountered biases and gendered experiences specific to male researchers in critical and transdisciplinary tourism studies. Tourism is a discipline that often requires fieldwork in more remote or culturally foreign locations. In these scenarios the performance of gender may become a paramount component of the fieldwork process. Addressing biases is an expected part of the research process; however, there is a gap in the literature regarding biases (both positive and negative) specific to male researchers, and there is a lack of insight into combining fatherhood and/or sexuality with field research. There is, however, acknowledgement that reflections on gender identities are much needed in critical and transdisciplinary tourism research (e.g., Phillimore & Goodson, 2004). This panel/talking circle will have an overarching focus on the masculine side of fieldwork as a continuation of *Femininities in the Field*. The purpose of this is to define potential areas of gender biases and gendered experiences using international case studies from male researchers in Western as well as lesser-developed regions. The insights presented will serve to improve the validity of future research conducted by social scientists in cross-cultural contexts. The panel circle may encounter topics including hegemonic masculinity, emotional well-being and harassment, access, accompanied research and fatherhood among others. Presenters will provide a baseline of comparison for male researchers and any supervisors through a multi-disciplinary approach in a global context. In brief, this panel and the forthcoming book underline the development of essential thinking and reflection around designing and analysing masculinities-based field research in critical and transdisciplinary tourism studies.

SIN Harngh Luh (Sun Yat-Sen University), Joseph Cheer (Wakayama University), Can Seng Ooi (University of Tasmania)

Tourism and the Chinese dream: rivers of gold or rolling the dice?

Set against the backdrop of the Chinese Dream and President Xi Jinping's endeavor to rejuvenate the Chinese nation, an estimated 149.72 million outbound international tourists from China visited the rest of the world in 2018. This is in contrast to the 1.4 billion international tourist arrivals worldwide, meaning that 1 in 10 international tourists is now from mainland China. China has also been the world's top spender in international tourism since 2012 - in 2018, it was estimated that Chinese international tourists spent US\$120 billion worldwide or a fifth of tourism spending worldwide. The increased number of Chinese tourists have drawn diverse reactions, from desperate fawning in the interest of capturing Chinese tourist spend, to outright objection about the scale and nature of the growing Chinese presence. In the main, just about every destination is setting out to attract more Chinese visitors, cater to their needs and promote a positive image.

The related issues are complex and multifaceted with destination authorities desperately trying to balance the contrasting demands of tourism development, economic prosperity, community development and local resistance. Additionally, the geopolitical implications of greater engagement with China is set against a backdrop of growing US-China tensions as manifest in trade war missives. Indeed, a slowing Chinese economy holds massive ramifications for destinations that have come to rely on Chinese tourists and the connections this has towards tourism-led investment, as well as linkages to Chinese students enrolled in universities abroad. Australia is a good example of how the links between Chinese tourists, Chinese students and trade with China are inextricably linked with a decline in one, potentially driving a commensurate falling-off in the others. This, therefore, is a clarion call and invitation for destinations to re-think their engagement with Chinese outbound tourism, and on trade relations with China as a whole.

This panel invites papers that engage with and consider the multiple entanglements of Chinese tourism in the international arena and what this might mean in the development of critical tourism research. How should critical tourism theory be rethought and reshaped through the profound changes Chinese tourism is making to the global landscape? What does Chinese tourism mean and represent to China itself and to the multitude of host destinations aiming to become "China-Ready" in order to gain a slice of the enormous Chinese tourism pie? How will outbound tourism from China reshape our geopolitical imaginations in Asia-Pacific and beyond? And what of the Chinese dream and its manifestations through tourism? These and other pertinent research dialogues are sought to spotlight the nuances that underline the continuous unfolding of Chinese outbound tourism and whether the pursuit of Chinese tourist visitation and expenditure growth, and the risk-return relationship might be reconciled going forward.

YAMASHITA Shinji (The University of Tokyo) & Joseph Cheer (Wakayama University)

Cultural heritage, tourism, and disaster risk management

In recent years, disasters have occurred frequently in many parts of the world. These disasters not only damage people but also destroy cultural heritage sites. It is still fresh in our minds when the Central Java Earthquake in 2008 struck Prambanan Temple Compounds, the World Heritage site in Indonesia, and the Nepal Gorkha Earthquake in 2015 destroyed the World Heritage sites of Kathmandu. In Japan, the Great East Japan Earthquake in 2011 also damaged cultural heritage of the affected regions. We could add man-made disasters caused by terrorism and environmental degradation to this list. To examine these disasters in the context of tourism, a research project, 'World Heritage and Disaster Risk Mitigation: For Sustainable Heritage Tourism in Asia', was carried out from April 2016 to March 2019. The participants of the project researched World Heritage sites in five countries in Asia – Japan, Indonesia, China, Nepal and Turkey – and looked into disaster experiences and the local knowledge of these disasters. In our project we also hoped to promote sustainable heritage tourism by developing disaster risk management plans with the collaboration of local communities. Using the outcomes of our research, the presenters of this panel discuss cultural heritage and tourism in relation

to disaster risk management with a focus on the concept of 'resilience'. Defining the term as a capacity for adapting to change, the panel discusses social, cultural, political, business, and environmental resilience of heritage tourism sites by examining the cases of Mt. Fuji in Japan as World Cultural Heritage; 'tourism disasters' and community based ecotourism in Bali, Indonesia; national and community resilience in the post-Sichuan Earthquake in China; and the planning of disaster risk management in Nepal and Turkey. In doing so, the panel contributes to the study of resilience in tourism for cultural heritage.

ABSTRACTS

(In alphabetical order – surname first)

ADAMS Kathleen M. (Loyola University Chicago)

Title: *Curating Heritage: An Ethnic Minority Museum in Indonesia's "Second Stop After Bali"*

This paper examines the cultural visions and political aspirations surrounding the recent establishment of an ethnic heritage museum in the heavily-toured Toraja homeland of Sulawesi, Indonesia. For this Christian ethnic minority community in a predominantly Muslim nation, several decades of tourism have brought ethnic pride, national celebrity, and candidacy for inclusion on UNESCO's World Heritage Site list. However, thefts of Toraja mortuary objects for the international art market, Torajans' involvement in the world's largest indigenous people's alliance (AMAN), and growing awareness of the downsides of tourism have fueled new sensibilities concerning the need to safeguard Toraja cultural heritage. Several years ago, the local Office of Tourism and Culture founded the Pong Tiku Museum of North Toraja Regency as a repository for recaptured heritage objects, envisioning it as an additional attraction for foreign and domestic tourists. This paper chronicles how this ethnic Toraja museum in Rantepao (the regional capital and tourist base) simultaneously celebrates, connects with, and disrupts contemporary national narratives and religious politics in Indonesia. This paper updates my 1997 Museum Anthropology article examining the rise of "museum-mindedness" (Kreps 1994) and the touristic politics of family museums in the Toraja highlands. More broadly, the paper aims to offer an ethnographically-grounded case addressing Coombe and Baird's recent call to "move beyond critiques [focusing]...primarily on [how]...heritage does or does not faithfully represent actual histories and culture as it is experienced, or communities as they see themselves... to understand the political and economic work that heritage is doing for diverse agents seeking multiple audiences" (2016:350).

ABE Daisuke (Ryukoku University)

Title: *Emergence of New Tourist Accommodation and Its Impact to the Neighborhoods*

The tourism industry is an important sector underlining Kyoto's economy and the city currently receives around 5.6 million national and international visitors a year. The number of foreign visitors arriving in Kyoto continues to increase; the total number of overnight stays doubled over the last decade to reach 1.13 million in 2013 (surpassing the 1 million mark for the first time) and 3.18 million in 2017. The increase in tourist demand would not be possible without parallel growth in the supply of tourist accommodation. In the absence of sufficient hotel rooms to meet the demands from growth in visitation, there has been an explosion of tourist accommodation referred to as 'Min-Paku' ('renting private homes and rooms') and 'Holiday Rental Accommodation' known as budget hotel, taking advantage of the emergence and rapid growth of Airbnb. This has provoked serious tensions between local residents and incoming tourists and has similar connotations to the tourist flats in European cities such as Venice and Barcelona. Therefore this article seeks to understand the locating pattern of those emerging new tourist accommodations and analyze its impact to the neighborhoods, by using field work investigation on the change of urban and social fabric, the evolution of land price, and the opinions of inhabitants. The findings of this study are 1) In 2017, around 60% of all newly constructed Holiday Rental Accommodation was concentrated in central Kyoto, especially in neighborhoods where land prices were still relatively low. 2) The cost of land is increasing rapidly and landowners are taking advantage of unprecedented valuations to sell. 3) Displacement as a result of tourism growth is creating irreversible changes in the social structure of the city especially in the old, downtown areas of Kyoto.

ABE Yoshi (William Angliss Institute) & Tod Jones (Curtin University)

Title: *The role of local governments in diversifying Tourism Attractions in Toraja, Indonesia*

Tourism attractions emerge and evolve within a given destination. Evolutionary Economic Geography (EEG) is a useful way of looking at how this occurs. Little has been written about tourism attraction diversification processes using EEG frameworks. Using path dependency concepts, the trends in the development of attractions are focused on the attributes of the location and dependence on historical factors. Emphasis is placed on innovative tourism attractions emerging and developing in a tourism destination where there are existing attractions. The Influence of local government policies on the development and diversification of tourism policies is well documented and can also be a contributor to diversification of tourism attractions. As a destination, Toraja has relied on a single traditional ethnically-centred cultural lens to attract tourists. This location, of potential world heritage status, has in recent times successfully recast its tourism offerings beyond traditional cultural attractions. A complex range of factors have informed this shift. Based on field work conducted in 2017, 2018 and 2019, it applies a longitudinal approach to monitoring diversification and reveals a diverse range of responses by the local tourism industry across Toraja to local government tourism development policies and initiatives. This research aims to reveal how the diversification of tourism offerings in Toraja has occurred, both in terms of the influence of government policy and other factors. In doing so, it highlights how EEG can be used to inform tourism destination development policy.

APOLLO Michal (Institute of Geography, Pedagogical University of Cracow)

Viacheslav Andreychouk (University of Warsaw), Yana Wengel (Hainan University - Arizona State University International Tourism College)

Title: *Pilgrimage tourism to sacred places of high Himalaya and its impact on residents across two generations. The case of Yamunotri Temple*

Pilgrimage to mountain regions is one of the oldest forms of tourism practised since immemorial times. Pilgrims are driven by the idea of being closer to the 'divinity' or the god/s but they impact all spheres of local communities' lives. Each year millions of pilgrims are visiting sacred sites such as summits, lakes, rivers and caves hidden in the high Himalayas. This paper focuses on one of the remote and most regarded holy places in Garhwal Himalaya, Yamunotri Temple (3,291 m). In the last 35 years (1975-2010), the temple's annual visitors number has grown nearly 10-fold, from 30,000 to 288,000 pilgrims. By investigating 10.3% of the population (47.3% of households) of the upper Yamuna river valley – commonly called Yamunotri Valley – the data from two generations via a face-to-face interview has been collected. This research looked at the two generations of the residents and how their life changed under the influence of growing pilgrimage tourism. The findings show the significant changes in employment structure (tourism: +19.9%; agriculture: -22.8%; other: +7.9%) and area of cultivated land (-34.1%). The paper concludes that pilgrimage tourism in high mountain areas in recent decades has come to be a mass phenomenon. Furthermore, results show that every contact with 'the other', even if belonging to the same culture, alters the lives of local communities within cultural, social and economic dimensions and that resident's occupation adopts to cater the increasing demand for tourism services.

ASAMIZU Munehiko (Yamaguchi University) Tatsuru Nishio (Yamaguchi University)

Denes Perlaky (Yamaguchi University), Shaochen Xu (Yamaguchi University)

Title: *Globalization of Local Tourism in Yamaguchi Prefecture, Japan*

Yamaguchi Prefecture, on the far west of Honshu Island, Japan, did not used to be a famous international tourist destination. However, due to the rapid inbound tourism boom of Japan, some of the rural prefectures, including Yamaguchi, became famous internationally. Following the success of Jigokudani Snow Monkey in Nagano Prefecture, Arakurayama Sengen Park in Yamanashi Prefecture, and other photogenic spots in Japan became famous destinations internationally. Motonosumi Shrine in Nagato City, Yamaguchi Prefecture is one of the photogenic destinations for international tourists. However, this shrine did not used to be a famous tourist destination for Japanese tourists. CNN featured Motonosumi Shrine in 2015, and the number of tourists, especially from abroad, increased. In 2017, the number of visitors became ten times larger than in 2015. After the success of Motonosumi Shrine, other municipalities in Yamaguchi Prefecture began trying to find the second Motonosumi. Tourism researchers usually collect data from tourists. However, for expected destinations that do not have international tourists yet, this method is useless. Usually, expected destinations initiate monitor tours and sometimes, international students become monitors. Local municipalities often offer monitor tours for international students. However, these destinations are frequently already known to Japanese tourists. To find the second Motonosumi, which is not famous among local Japanese, a different method is required.

BIGBY Bobbie (University of Notre Dame Australia)

Title: *Tourism Trails and Indigenous Traditional Knowledges: Understanding the connection between Aboriginal cultural tourism and Indigenous traditional knowledge sustainability in saltwater Kimberley country, NW Australia*

This study looks critically at the intersection of Aboriginal-led tourism and indigenous cultural/ knowledge sustainability in northwestern Australia's saltwater Kimberley region. The research uses a case study approach to examine the tourism developments of three Traditional Owner (TO) groups of this area, including the Karajarri, Dambimangari and Yawuru peoples. These three communities are all in early stages of their cultural tourism development and have adopted different tourism models; simultaneously, all three groups also strongly prioritize their connections to their traditional cultures, as evidenced in their Healthy Country Land/Culture Management Plans. At its heart, the central question guiding this investigation is focused on whether or not and how efforts at indigenous, community-based cultural sustainability are supported through tourism engagement. Ultimately, the research seeks to move beyond purely economic assessments of tourism's impacts and engage more deeply with tourism's full potential for sustainable outcomes, particular in terms of traditional culture and knowledge and the centrality of these themes in the lives of indigenous peoples. This research utilizes qualitative and critical methodologies that embody decolonizing, indigenist and process-driven approaches, with special emphasis on utilizing these frameworks to create space for indigenous ontologies and voices. These methodological tools allow the research to highlight saltwater Kimberley Aboriginal values, perspectives, expectations and concerns in regard to Traditional Owner-led tourism development. Taking these perspectives and values from TOs as a foundation for understanding their unique approaches to tourism, the research then offers portraits of each TO group's tourism models through case studies. These highlighted cultural tourism models are analyzed in terms of the ways in which they reflect, support or challenge the perspectives and values articulated earlier on the part of TOs. It is hoped that this research, done in close collaboration with the three Kimberley Aboriginal groups, can serve as a platform through which these Aboriginal communities can critically reflect and manage the directions of both their tourism activities and traditional cultural sustainability.

BORGGREEN Gunhild (University of Copenhagen)

Title: *Returning the Gaze: Art Projects as Reflections of Intrusion*

Many art projects and art festivals are coined as “participatory”, indicating that viewers become involved in the artwork through participation. Through participatory gestures, the artist invites others to co-create the artwork. Participation has become the new buzz word for cultural events because it connotes positive notions. It is assumed that people who participate are more engaged and active in civil society and democratic processes. Participation in art can be many things, and differs from context to context. In an analytical situation, it is therefore important to clarify who participates, what forms of participation take place, how the participation is framed and organised, and what are the results of participation. Many rural art festivals in Japan focus on participation as part of a revitalization process, and this includes different people, from curators and artists to art audiences and local residents. “Participation” through art tourism, however, is not always seen as a positive thing. For some people, the intrusion of strangers in their communities may be bothersome and disturbing; some villages may be vulnerable to too many visitors; and the art projects are often directed towards the art tourists rather than the local population in terms of participatory elements. One way of solving such conflicts may be for the festival organizers to curate art projects that in themselves address some of the issues at stake. This paper gives examples of art projects by the Japanese artist group Me, which include everyday objects in site-specific art installations. The performative elements of the architecture, the objects and their historical and cultural context engage the viewer to participate and reflect upon the role of the intruder into local settings. In this way, the artwork both constitutes and is constituted by the different modes of participation in rural art tourism.

BOUKAMBA Kimo (Wakayama University) & Kaede Sano (Wakayama University)

Title: *Do birds of a feather flock together?*

Tourism as a cross-cultural consumption phenomenon entails a quest and encounter with the otherness, often articulated in the traveler’s involvement with worlds, values, and lives of those inhabiting other cultures. Ethnocentrism, on the other hand, is a nearly universal socio-psychological trait summarized into the tendency of judging other cultures [the out-group] according to the standards of one’s own [the in-group], and the beliefs that one’s ethnic and cultural group is superior to others. The quantification of ethnocentrism in tourism studies currently provides the Tourist Ethnocentrism (TE), and the Generalized Approach to Tourist Ethnocentrism (GATE). As part of an ongoing PhD study, the working paper at hand examines the effects of ethnocentrism on destination images, within the conceptual domain of the GATE. Guided by the Similarity-Attraction Theory, the inclusion of Cultural Distance as a moderator in the nomological net provided a tourism-specific context to address the research question: Do birds of a feather flock together? Two datasets proposing either Japan (n=346) or Zimbabwe (n=302) as destinations were collected in the city of Pretoria (South Africa). Validity, reliability, model-fit and robustness, as well as measurement invariance were confirmed prior testing for structural relationships by means of PLS-SEM. The effects of ethnocentrism were found to be destination specific, being that they tend to negatively affect the image of less competitive destinations. Cognitive states mediated positive effects with respect to Japan, whereas the negative effects towards Zimbabwe were explained by affective states. Japan maintained a positive image with no significant difference across groups exhibiting different ethnocentrism levels, even when these levels were heightened. No significant differences were found in the way that ethnocentrism affects destination image across groups displaying different perceptions of cultural distance. Within the limitations of the study, these findings suggested that birds of a feather necessarily don’t flock together.

BOUSQUET Louis (University of Hawai‘i at Mānoa)

Title: *Virtuous ideology*

The development of mass leisure travel has generated a plethora of destructive consequences on touristic destinations. From large scale pollution and devastation of natural habitat to economical predation and sociological disruption, the list of curses appears overwhelming. Such calamities have spurred in many the desire for drastic changes to this touristic utilitarian nightmare. The concept of “responsible tourism” reflected in the 2002 Cape Town and the 2008 Kerala Declarations, appeal to the shared responsibility of touristic shareholders and consumers alike. Ethical tourism was born out of this aspiration for a moral personal experience that doesn’t only pertain to a general sense of principles, but rather to a more individualistic existentialist involvement. But this attempt to counter the deleterious effects of mass tourism has been construed by some observers, as nothing more but a virtue-signaling attitude that doesn’t hinder the real consequences of such behavior. Numerous players and intellectuals alike have denounced, along with “charity tourism”, the mortiferous goals and effects of what they consider most and foremost a moralistic ploy. They argue that under the self-righteous smokescreen of ethical tourism lies the perennial “right of the stronger” enforced by the henceforward almighty modern consumer, the “global homunculus” or modern tourist. In this presentation, I will introduce the modern homunculus and will show how his self-centered hedonistic pursuit is intimately connected to the consumer ideology that he represents. I will argue with French writer Philippe Muray, that the ethical touristic plight is an efficient way to better pursue its destructive endeavor, unencumbered with any objection or sense of guilt. I will finally use Michel Houellebecq’s literary work to better illustrate the complex philosophical challenges and potential dangers generated by this virtuous ideology.

BUCCAT Monina (University of the Philippines)

Title: *A governance framework for tourism disaster resilience: Bohol Province and the aftermath of the 2013 7.2 magnitude earthquake*

The severity of the impact and frequency of natural disasters brought about by climate change are expected to directly affect the tourism industry. The study sought to find out the role of institutional arrangements and adaptive capacities to aid in the response, recovery and resilience of tourist destinations that have suffered from a tourism disaster. The qualitative case study of Bohol, an island province in the Philippines that was hit by a catastrophic 7.2 magnitude earthquake in 2013, described the governance mechanisms for tourism disaster recovery in the Philippines. The study proposed a governance framework for tourism disaster resilience using a quasi-experimental design. It compared the institutional arrangements and adaptive capacities for tourism disaster response of Bohol before the disaster and the responses and changes post-disaster. Bohol’s adaptive capacity was indicated by the (i) level of economic development, (ii) social capital, its structural aspects, (iii) information and communications, and (iv) leadership. The study revealed that the network of tourism stakeholders in Bohol while well-organized needs to deepen its membership and further develop its competencies in dealing with disasters of great magnitude. The economic development and stakeholder involvement in Bohol were found to be high as stakeholders were able to tap into its diverse mix of attractions and the human and capital resources from public (local, national and international), private and non-government organizations for the recovery effort. However, there was no standard protocol for information on risks or hazards communicated to tourists prior to and at the aftermath of the disaster. Further, it was found that Bohol tourism industry’s strength and resilience lie in the active collaboration between public and private actors under leaders who were able to build trustful relationships. This study contributed to the limited literature on resilience in tourist destinations and studies on tourism disaster governance.

BUI Huong (Ritsumeikan Asia Pacific University (APU) & Claudia Dolezel (University of Westminster)

Title: *A Critical Review of Tourism and Development in Southeast Asia*

At first sight, development in Southeast Asian countries stems largely from the benefits of increased tourist arrivals and the foreign exchange earnings as a consequence. However, the unique characteristics of tourism as a social and economic activity, the complex relationships between the various elements of the international tourism system, and transformations in the global political economy of which tourism is a part serve to reduce its potential contribution to development as a whole. The concept of development has changed over time and has influenced the evolution of tourism in terms of the application of theories of modernization, dependency, alternative development, human development, and sustainable development. In the past decade, tourism in Southeast Asia has seen unprecedented in Southeast Asia development, while the region has also undergone many changes in relation to markets, mobility and integration between countries in terms of economy and politics. This research provides a critical analysis of the tourism-development nexus in Southeast Asia with an overview of tourism development in Southeast Asia as discussed in relation to the developmental paradigm. The authors also analyze changes in the market, ASEAN-led regionalism, and the diversity of tourism patterns in each country. Then there is a discussion and evaluation of tourism against the backdrop of developmental thinking. The modernization approach places emphasis on economic impacts of tourism. Dependency discusses the neo-colonialization's effect on development. The alternative development approach discusses the different forms of niche tourism in Southeast Asia. The human development and sustainable tourism development approaches then emphasize initiatives such as pro-poor tourism and community-based tourism. The alignment of tourism practices in Southeast Asia are discussed in relation to the respective major strands in the developmental paradigm that bring a critical review of developmental issues in Southeast Asia tourism.

CHAKRABORTY Abhik (Wakayama University)

Title: *Towards a Critical Appraisal of Natural Heritage Conservation and Tourism in an Era of Pervasive Anthropogenic Change*

Natural Heritage can occur in the forms of visually appealing landscapes, rare rocks and minerals, endangered or especially productive ecosystems, and vulnerable species—all of which possess an outstanding value for conservation for future generations. However, with the onset of the 'Anthropocene'—the latest geological epoch that is marked by the advent of humanity as a major geological force, both the continuity of the natural processes that underpin these heritage forms and our engagements with them have changed fundamentally. How should we address conservation of natural heritage and tourism in this era of turbulent change? Clearly, merely echoing the necessity of natural heritage for human well-being or their stewardship through 'sustainable tourism' is inadequate, as is the notion that by empowering human actors we can achieve a better management of such heritage. This paper critically assesses the significance of natural heritage and the potential of preserving its integrity in the Anthropocene. It is based on insights derived from field research in two UNESCO Natural Heritage Sites (Shirakami Mountains and Shiretoko Peninsula of Japan) involving interviews, observations, and reflections. Based on the field research outcomes and comparison with other relevant sites, the paper concludes that merely labeling aspects of natural heritage as 'endangered' or 'valuable' will not allow them meaningful protection against the onslaught of anthropogenic modification of the environment; instead an evocentric approach that upholds the networks and processes underpinning such heritage is required for informing recreation in the Anthropocene.

CHANG Shenglin Elijah (National Taiwan University, Co-founder of the Sanpuku Tea Brand)

Title: *Rural Youth Place-making and Gamification via the “Future Daxi” Board Game Creation: A Case Study of the most popular tourist town Daxi in Taoyuan, Taiwan*

While tourism has been impacting societies globally, how have rural youth been identifying with and responding to their “tourist” hometowns? As the most tourist town in northern Taiwan, the rural historic Daxi attracts both domestic and international visitors. During the eight-year action research, my team has been imitating various creative learning activities engaging a group of teenagers from Jhih Shan High School (Jhih Shan) in Daxi. I investigate how these low self-esteem teenagers reclaim their home territory by creating the creative “Future Daxi” board game with a group of university students. Jhih Shan is a non-advanced high school for youth from disadvantaged families. These young people neither pursue college education, nor flee to big cities from office work. However, they are the ones staying in local and will be the main forces for Daxi. Since 2011, my NTU team has initiated activities to support Jhih Shan’s students to understand their hometown and to explore their long-dismissed dreams. The program prolonged and transformed into one of the most innovative research projects focusing on the Timebank. Within the project, the Jhih Shan youth team up with the NTU group created the board game “Future Daxi” (beta version). The young people advocate: do not only come to consume Daxi but join us to fight for climate change and protect our home town Daxi. Based on the board game creation, the young people, both the Jhih Shan as insiders and NTU as outsiders, transform their Daxi identities from the materialized place into virtual placemaking.

CHEER Joseph (Wakayama University) & Alan Lew (Northern Arizona University)

Title: *Masculinity in cross-cultural tourism research contexts*

The line of enquiry underlining the reflections offered here foregrounds how our performance of masculinity in field research has been negotiated and shaped by cross-cultural contexts. Cross-cultural research contexts very often present a rethinking of how masculinities are performed and negotiated, especially where the research site is in great contrast to that normally inhabited by the researcher. In the same way, patriarchal research contexts tied to conceptions of masculinity have underlined our work, and these often privilege male researchers while at the same time placing demands and expectations on the how they ought to perform and negotiate their personal masculinity. Indeed, when the gendered context of a research site is at odds with or alien to our acculturated norms and values, how do we as male researchers reconcile personal, ethical and moral dilemmas that may arise. The rising call for reflexivity on such issues is emblematic of fieldwork encounters that many male scholars experience when working both within and outside of their home base. However, it is especially pronounced in cross-cultural settings where differences can be very stark. When in the field, such encounters become everyday situations that are too easily taken for granted. For social scientists like us, our ability to engage, shape and (re)construct our research endeavours are profoundly influenced by these gendered performances. How we practice and play out our masculinities requires an ongoing and intentional process of awareness, reflexivity and adjustment.

CHEONG Yinn Shan (National University of Singapore)

Title: *Have Friends, Will Travel? Understanding Youth Self Identity & Class Privilege through the Friendships of “Grad Trips”*

A relatively recent tradition has emerged amongst Singaporean youths – upon the completion of tertiary education, groups of friends partake in a celebratory overseas trip. This “grad trip” has become the sine qua non signifier of one’s educational milestone, a marker of freedom before the commencement of adulthood marked by formal employment. My research unpacks the significance this “grad trip” – where and why do they go; and with whom? Premised on the hypothesis that friendships serve as an important conduit of care at the transitional stage between youthhood and adulthood, the “grad trip” thus serves as an empirical site of investigation to diagnose this extension of everyday social life. In exploring how the holiday time-space allows youth identities to be co-produced through companionship during travel, it contributes to tourism literature on the spatiality of “existential authenticity”. This speaks back to our understanding of the geographies of well-being by analyzing the ways in which the sustenance of social life is increasingly mobile, juxtaposed against the societal script of Singaporean work culture and work-life balance. Additionally, my research takes closer scrutiny at the normalization of travel as a lens to understand class inequality and the spatialization of class privilege. Ultimately, the research aims to establish a theoretical diagnosis of the relevance of friendship as a social tie within the context of late modernity, both in its role in individual self-actualization and in maintaining social capital. What then are the implications on the well-being of those who cannot afford to, when travel is not equally accessible to all? My methodological approach places emphasis on personal narratives of memories and experiences to uncover the more emotional but mundane aspects of social life. As such, I use a two-pronged qualitative method, consisting of an autobiography of my own “grad trip” experiences and 10 focus group discussions with groups of friends.

COMERIO Niccolò (LIUC Università Cattaneo, Castellanza), **Fausto Pacicco** (LIUC Università Cattaneo) & **Massimiliano Serati** (LIUC Università Cattaneo)

Title: *Tourism and waste generation: a case study from the Wakayama Prefecture*

As one of the fastest growing sectors worldwide, tourism has been proven to be a vital contributor to the economic development, and benefits of rapid tourism development are widely welcomed by governments of many destinations. If well-designed and managed, tourism sector can help to protect the natural and cultural heritage assets upon which it depends; if not, the growing number of travelers may pose growing challenges. Previous studies brought to light several negative external effects which may accompany the overgrowth of tourism industry, such as increased costs of living and asset bubbles, the risk of deindustrialization in other sectors, social externalities and environmental problems. As a consequence, in response to those concerns, the concept of sustainable tourism has become increasingly popular, and the costs incurred by tourism growth have been attracting a growing attention. Among the potential environmental externalities, solid waste production can be considered one of the less investigated areas. With a specific focus on the relationship between tourism development and waste production, the existing literature highlights how Municipal Solid Waste (MSW) represents one of the most visible impacts of hospitality establishments on the environment, although findings show a large fluctuation in the generation rate, explainable by several variables, such as waste management policies, public habits, weather conditions and population growth. Therefore, this paper aims to address the complex interdependence of the tourism industry and waste generation, by choosing the Japanese prefecture of Wakayama as case study. More in details, preliminary findings reveal a positive response of solid waste disposal at an increase of the tourism flows, tested through a Spatial Lag Model.

CROSS Tim (Fukuoka University)

Title: *Fictocritical writing of waterman discourse: reflexive, critical and embodied*

Interrogating how travel, mobility and globalization are implicated in waterman discourse can start by writing disembodied sentences: ‘Surfing operates as a westernizing force of late modernity as it is discursively constructed by nationalism and global flows of gendered bodies, capital, ideas and localized images.’ And diligent undergraduates can be trained to produce neat paragraphs of critique: The whole idea of waterman discourse is a monument to masculine insecurity. Despite being positioned by some advocates as an alternative to the alpha male mode of hegemonic masculinity, waterman discourse perpetuates conventional sets of male inadequacy anxieties and entangles men in the inevitable traps of postmodern gender as a performance, a performance that works through socialization, commodity practices and identity politics. Given the widespread acceptance of the performative nature of gender, the fluid nature of waterman conduct can be read as a metaphor for the instability of postmodern masculinities as porous, incontinent and strategic. However, fictocritical writers, including Stephen Muecke, Katrina Schlunke and Michael Taussig, have demonstrated the reflexive and critical possibilities of deliberately collapsing the distinctions between four considered modes of writing: the theoretical, literary, reflexive, and sensory turns of cultural studies. It is in the resulting collision between these literary, reflexive, sensory and theoretical writings that new forms of knowing and uncertainty emerge. My interest is in producing local accounts of waterman life by asking what histories make that privileged experience possible. Such embodied tales are a chance to examine the toxic masculinities of surf localism and the historical shift from shortboard chauvinism to the more inclusive waterman mode of engaging with the ocean. And if that becomes a starting point for reconsidering the pleasures and power of dreaming of a life on the edge.

CROSSLEY Emilie (Otago Polytechnic)

Title: *Beyond the altruism/egoism divide in volunteer tourism*

Volunteer tourism has been celebrated as being underpinned by an ethic of care, compassion and social responsibility. In this context, the psychological concepts of altruism and egoism have been used to distinguish between genuine volunteers, motivated by altruism, and bogus volunteers, motivated by self-interest. This distinction correlates with the categorisation of ‘volunteer-minded’ and ‘vacation-minded’ travellers, which again establishes an implicit moral hierarchy between the differentially motivated groups of volunteer tourists. While some evidence of altruism in volunteer tourism has been documented, altruistic motives are often reported alongside egoistic motives and it can be difficult to distinguish between them empirically. I argue that the dualism between altruism and egoism is unhelpful in characterising volunteer tourists’ reasons for travelling, reducing a highly complex, socially embedded phenomena to a set of abstract, internal psychological motivations. Instead, I propose an alternative account of tourist motivation that draws on discursive psychology, exploring how ‘vocabularies of motive’ provide volunteer tourists with communal discursive resources for accounting for their travels in reputable, sincere and ethical ways. Common discourses of ‘giving back’ and ‘making a difference’, which would usually be taken as evidence of altruistic motives, become indicative within this new conceptual framework of volunteer tourists’ complex socio-political positioning in relation to visited communities. These discourses locate volunteer tourism as a reparative act on the part of the global rich towards the global poor. By resisting a reductive altruism/egoism binary, a much richer and more relevant account of volunteer tourism emerges that has the potential to elucidate volunteer tourists’ capacity and willingness to respond to the challenge of global disparities in wealth.

DHARMIASIH Wiwik (Udayana University)

Title: *UNESCO's Designation and the Limits to Empowering Guardian Institutions: A Case Study of the Bali World Heritage Site Sustainable Tourism Strategy*

This article examines the effects of UNESCO World Heritage Site designation in negotiating the economic development opportunities presented by tourism for intended local guardian institutions. The article is based on a case study of the Cultural Landscape of Bali Province, a site designated by UNESCO in 2012 as a living cultural landscape, the first of its kind in Indonesia. The site was inscribed to support and empower the iconic subak institutions as the guardians that manage complex water systems and rice terraces throughout Bali. The initiative also sought to protect against the rapid land use change undermining subak traditional water management institutions. Much of these development pressures are due to the rapid expansion of tourism taking place across Bali, an outcome that those in favor of inscription also anticipated for the Bali site. This study examines to what extent UNESCO-supported multi-stakeholder planning efforts were able to empower local guardian institutions to better negotiate the effects of tourism on local terms. Engaging with recent literature on World Heritage Sites, this study more broadly explores how international designation initiatives clash with existing authority structures and formal institutions at different governing scales. The findings highlight that although UNESCO was able to initiate multi-stakeholder forums to raise concerns among the traditional subak institutions, it succeeded in developing a plan called the “sustainable tourism strategy,” however, follow up on the plan has been limited. Indeed, the potentially lucrative benefits from tourism due to designation as a World Heritage Site have resulted in formal institutions undermining and coopting the traditional subak guardians that UNESCO had intended to empower.

DELA SANTA Edieser (University of the Philippines) & Mary Anne Ramos (University of the Philippines)

Title: *Muddling through the emerging impacts of tourism in Batanes, Philippines*

The objective of this paper is to describe the emerging impacts of tourism in Batanes Islands. The study is part of a much larger initiative to set up a sustainable tourism observatory in the islands, with aspirations to be affiliated with UNWTO-INSTO. Batanes is the only province declared by Philippine law as protected landscapes and seascapes. Tourism organizations also feature indigenous cultural practices and heritage alongside its natural resources. As a result, tourism has grown and is now considered its primary industry. In 2017, Batanes received about 40,000 visitors - twice its resident population.

To date, however, there has been no academic assessment of the capacity of the islands and its people to support tourism growth. Like many other local destinations, any systematic monitoring and evaluation of tourism impacts is lacking. Thus, the initiative to establish a tourism observatory. Data have been collected from secondary sources and from meetings, workshops and interviews conducted with stakeholders in April and July 2019. These include tribal groups that represent the indigenous peoples, NGOs, tourism businesses and associations, cultural organizations, and government departments that participate in policy making and governance. Preliminary findings from a needs assessment analysis show major issues arising from tourism growth. These include food security, waste generation, increased labor costs and the conversion of residential property into tourism facilities. Residents have noted the priority afforded by food suppliers to tourism businesses, as the latter was observed to pay a much higher rate than the former. The same situation prevails in the housing market, leading to a sharp reduction in boarding houses available to students. Among all issues, it was reported that solid waste generation has evolved most rapidly. Findings also show that these have alarmed the indigenous communities and authorities. Eager to avoid Boracay's experience, stakeholder groups are leading discussions and are taking small steps, including rejecting additional flights. A tourism master plan had been commissioned, although not everyone is in agreement regarding the details. The emerging findings highlight the governance challenges that fragile island ecosystems face. They also call attention to the need to continue monitoring the performance of the tourism industry in Batanes, its impacts on the social and natural environment, and the response of the local stakeholders.

DOERING Adam (Wakayama University)

Title: *Maintaining masculinities in Wakayama's globalising surfcape: Space, place and gender*

This presentation explores the local practices, transnational circulation and exchange of gender ideologies within Japanese surfscapes. A focus on gender in relation to Japanese surf culture is critical as the ways surf spaces in Japan are governed and/or have changed in recent years has as much to do with mobilised gender surf ideologies as with its domestic gender norms. To draw attention to the complexities involved in the relationship between gender, space and place in Japan the enquiry is undertaken in a highly localised, territorial, and big-wave surf site in Wakayama Prefecture and surrounding Kansai region. This site has been chosen because of how it mobilises and localises traditional discourses of coastal masculinities while at the same time reimagining its long-standing historical networks with indigenous Hawai'i in Japan's commercialising and globalising surfcape. It is argued that the incorporation of surfing into the Olympics may act as a vehicle to open up the conservative male dominated networks to difference, such as more and better access for women in the surf (Wheaton & Thorpe, 2018). This presentation demonstrates how the widening of participation and increased transnational flows may also serve to reinforce dominant local arrangements and contain change.

DOLEZAL Claudia (University of Westminster) & Mathias Pecot (Escuela Superior Politécnica del Litoral)

Title: *Reworking Galápagos' imaginaries in times of unbridled tourism growth: a qualitative discourse analysis approach*

The touristic narrative of Galápagos, a mystified version of reality reinforced through its remote geographical location, is essentially the idea of a faraway island paradise -one where nature lives in harmony with humankind (Hennessy & McCleary, 2011). The Galápagos islands are indeed globally known as one of nature's greatest laboratories, habitat to a large number of endemic species (Hennessy, 2017). At the same time though, the islands are home to increasingly more tourists: with 276.000 visitors in 2018, arrivals have risen by 70% from 2009 (Observatorio Galápagos, 2019). These numbers are alarming and rapid changes can be noticed in the islands. This is perceived not only in terms of local livelihoods, increasingly challenging environmental governance, but also in the islands' shifting representation (Pecot & Ricaurte-Quijano, 2019). The dominant narrative and actual making of Galapagos as a world-class ecotourism destination emerged from a political arrangement while, in the late 1960's, the international scientific and conservation communities started pushing forward a cruise-based model for the emerging tourism economy (Epler, 2007). In this paper, we argue that this socio-political compromise historically succeeded in capitalizing over "the islands that Darwin saw" (Sevilla, 2017, p.23), no longer fits the mainstream tourist destination that Galapagos has become. Accordingly, the research sets out to create a new narrative, demystifying and disrupting business and tourism growth "as usual", as it is currently experienced in many wilderness areas and economic enclaves of the Global South. The use of qualitative discourse analysis and netnography, as our core research methods, aims to provide a critical understanding of the complex and disorientating representation machinery which is at march – one which arguably puts Galapagos on a path to unbridled and uneven tourism growth. As an intent to move post-sustainability, the research traces a set of emerging and alternative discourses likely to inform tourists' travel decisions and used to politically act upon.

DOSHITA Megumi (Tama University)

Title: *Mount Fuji as a World Cultural Heritage site in Japan*

Mount Fuji, the highest mountain in Japan, has been a valued sacred site because it is a magnificent volcano which Japanese people have worshipped historically. Japan once tried to nominate Mount Fuji for a World Natural Heritage site, but eventually Japan understood that this mountain was not as outstanding as other volcanoes on the World Heritage list. Japan sought an alternative way and attempted to nominate it for a World Cultural Heritage site. Finally, in 2013 it was included on the list as 'Fujisan, Sacred Place and Source of Artistic Inspiration'. Since Mount Fuji received global recognition as significant cultural heritage, its management and tourism practices raise issues which should not be ignored by worldwide stakeholders. This paper discusses the two key issues with reference to empirical data collected from participant observations and interviews. One is the dichotomy between nature and culture. Stakeholders have struggled to conserve the aesthetic and religious value of Mount Fuji as well as its natural environment. Mount Fuji as cultural heritage poses a further question about the legitimacy of cultural features. Mount Fuji was once the sacred centre of the syncretic fusion of Shintoism and Buddhism, yet now Shintoism is dominant because these two religions were separated for a political reason in the late 19th century. The second issue is the dichotomy between static and dynamic in relation to management. Heritage management presupposes the static continuation of the previous state, yet nowadays heritage sites are facing dynamic changes caused by natural and man-made disasters. In such changeable situations, a key concept of management is resilience, and 'who protects what features of Mount Fuji in what way' is a fundamental but complicated question. This paper attempts to dissolve these dichotomies and to gain some insight into sensible heritage tourism management.

DYKINS Callahan Sara (University of South Florida - Tampa Campus)

Title: *Before It's Gone: The Posthumanist Potential of Last-Chance Tourism*

This paper employs performer-centered, arts-based inquiry to investigate an instance of last-chance tourism as a posthumanist practice, destabilizing conventional notions of tourists as consumers and advocating tourists-as-participants reimagine their roles as planetary citizens. The dominant narrative of last-chance tourism focuses on seeing an endangered destination before it "vanishes," characterizing environments like glaciers as rare objects whose existence is inevitably limited and tourists as consumers who desire to "collect" these sites before they are gone. By examining embodied and affective experiences of touring a "vanishing" destination, Glacier National Park, I theorize how being-with an "endangered" site creates spaces for and moments of critical introspection, closing gaps between what Rosie Braidotti (2013) identifies as the "big" scientific data associated with our ecological crisis and the "real-life conditions" of human context. Shifting the tourism narrative from consumption to participation is foundational to post-anthropocentric interventions in both tourism studies and tourism practice, interventions that will introduce theories of deep relationality (between humans, non-humans, the planet, and technologies) and posit tourism as a solution to some of the environmental and social justice issues currently facing our world.

EDELHEIM Johan (Hokkaido University)

Title: *The Princess, the Dragon, and the Magic Land of Tourism – Take Two*

The objective of this paper is to tell a fairy-tale that relates to climate-change, and politics. It offers a radically different method of approaching tourism research through a fairy-tale, and a narrative following a hero on a quest in a magical world. All this is underpinned by the latest research on peak-oil, tourism responsibilities, and alternative futures. Let me take you to the Magic Land of Tourism (or MLT for short). MLT hosts a large number of heroes each year. It is a magic land, which has done away with gender distinct pronouns, and this tale will therefore refer to the epicene pronoun *ze, zem, zes, and zemself*. It is bountiful land with hills and plains, mountains and islands, snowy slopes and sunny beaches, metropolitan cities and untouched wilderness; it has both traditional agriculture, aquaculture, and hyper-modern mechanical industries. MLT is magic indeed, it is considered as a panacea for just about any ailments of society possible, and it grows without interruption, in good times, and in bad times. Politicians love the MLT, they get to spend millions and billions of tax payers' money on exaggerating and promoting their view of reality, and they can never be wrong. As long as they continue pouring money into MLT, they ensure that their electorates can bask in the warm glow that self-praise gives. Ranges of ethnicities, and people of different cultures, both rich and poor, live there. Inhabitants go about their daily matters like you and me, well, they might even be you and me, who knows - it is a magic land. A conclusion is offered where the hero reaches *zes* goal after having travelled the world, and learned about alternative ways of measuring success, happiness, and care.

EDENSOR Tim (Melbourne University)

Title: *Illuminating identity: Do light festivals homogenise or enhance place?*

Recent reports in China have criticised the plethora of large light festivals that have been staged at numerous cities across the country as strategies of place-marketing and tourist promotion. Most displays, critics assert, are homogenising and lack any place-specificity, are aesthetically unchallenging, and deploy massive quantities of light that are environmentally damaging. In this paper, I assess these claims before focusing on the also increasingly popular smaller, local light festivals that are being used to undergird place-identity. Drawing on a range of examples, I argue that the situated and vernacular creativities promoted at such events can develop local skills. Moreover, I contend that far from generating a serial placelessness, these small light festivals stage lantern parades, light installations and projections that can solicit a sense of belonging. In drawing on local myths, highlighting local features and producing occasions for conviviality and social interaction, In addition, rather than attracting huge numbers of spectators, they offer a form of local, more sustainable tourism. I contend that such events enhance place-identity.

ENDO Takahiro (Hitotsubashi University), Saori Matsubara (Tokai University) & Hiromi Kamata (Hitotsubashi University)

Title: *Critical discourse analysis of Vietnamese hotel industry*

In the hospitality industry in general, realizing sustainable workplace has been one of the critical issues across the globe (Baum et al., 2016; Brown et al., 2015). Due largely to 'negative industry image' such as low wages and long working hours, the international hotel industry faces difficulty in recruiting and keep employees (Brien et al., 2017). In this article, inspired by Alvesson & Sandberg (2014), we problematize whether such image matters in emerging economies. For this purpose, we examine the Vietnamese hotel sector by adopting critical discourse analysis. Hotels in Vietnam, compared to the hotel industry in other economies, have been rapidly growing but underdeveloped in many ways including hospitality education (Le et al., 2018). Critical Discourse Analysis (Phillips & Hardy, 2002), which recognizes power (im)balance in creating, disseminating and consuming text, meaning attached to objects, including the hotel industry, would be useful.

ENOKIDO Keisuke (Chiba University of Commerce)

Title: *Reinventing Urban Space for Consumption in Tokyo's Central Business District: The Role of Urban Planning for the Tourismification of the City*

A Central Business District (CBD) in the center of Tokyo is undergoing a dynamic process of redevelopment and renewal. Major urban projects in the CBD are characterized by the increasing number of visitors, including tourists and day-trippers, enjoying cultural consumption such as luxurious shopping, visiting museums and galleries, participating in events and festivals, taking pictures, spending time in cafés on a car-free promenade, etc. Consequently, a once bland and boring five-day/nine-to-five business district has been transformed into a vibrant and pleasurable seven-day/twenty-four hour district. Visitors' activities take place typically in renewed or newly added public spaces between and within office buildings. The provision and design of the public spaces is a matter of urban planning. Therefore, such a tourist-oriented public space in the CBD represents the dynamic interaction between tourism and urban planning. While urban planning traditionally functions by way of long range and comprehensive planning, the current trend of urban tourism in the CBD puts pressure on planners to cater to the needs of tourists and visitors very quickly. What type of planning is needed in such cases, versus more traditional efforts? Asking this question is critical to understanding the mechanisms of urban transformation taking place in global cities that are competing with each other to attract tourists. This question would also contribute to narrowing the gap between tourism studies and urban studies, which is essential for the study of urban tourism. This paper is based on the notion that the rise of tourism in the CBD is a phenomenon of cultural consumption led by a cosmopolitan class of tourists and urban dwellers. It argues that these efforts to make the CBD special and attractive in the global tourism market is leading to the building of similar urban spaces in the centers of global cities.

FERNANDEZ Patricia Katrina (Hitotsubashi University)

Title: *Conserving Mt. Fuji: Alternative Forms of Tourism in the Mt. Fuji Area*

The tourism industry contributed approximately ¥40,000 billion to Japan's economy in 2018, and is expected to further grow by 3.6% (World Travel & Tourism Council [WTTC], 2018). However, an increase in tourism can have both positive and negative consequences to the environment, such as the protection of valued places or the deterioration of natural resources (Baysan, 2001), particularly, when dealing with nature-based tourism. In 2013, the World Heritage Committee of UNESCO declared Mt. Fuji a World Heritage site, and this has led to a surge in tourists wanting to visit the Mt. Fuji area and/or climb Mt. Fuji. This rise in popularity has also led to environmental problems, such as, increased congestion, garbage and waste, especially during the hiking season (Belson, 2013). Considering these, Japan's high expectations for sustainable tourism, and the rising interest in environmental conservation (Shikida, Yoda, Kino & Morishige, 2009), what can be done to ensure sustainable and eco-friendly tourism in the Mt. Fuji area? With data gathered through semi-structured interviews, the current study presents two cases of alternative tourism: eco-tours in Fujinomiya and agri-tourism in Kofu, and discusses the possibilities and challenges in these alternatives.

FULCO Flavia (IRIDes, Tohoku University)

Title: *BOSAI Tourism or BOSAI Education? Exploring Disaster Prevention Educational Practices in the aftermath of the Great East Japan Earthquake*

This paper analyses the role of schools in conveying the teachings of the Great East Earthquake Japan to the younger generation of Japanese and also to outsiders visitors, both Japanese and foreigners. Starting from the example of two elementary schools in Miyagi Prefecture, we want to analyse what kind of contribution a “good” and a “bad” practice can bring to disaster prevention. Arahama Elementary school located in Sendai and represents an example of a good evacuation. At the time of the disaster 320 people, including 71 people from the school (students and staff members) and evacuees from the neighborhood, were successfully saved from the tsunami and just one child lost his life after he was picked up from his parents. Okawa Elementary School is an infamous example, well known all over Japan. 74 children and 10 teachers died because no decision to evacuate was taken until it was too late. The school is located 4 kilometers inland and the evacuation for the tsunami was not on the disaster emergency manual of the school. Both the locations have been preserved as memorials. We will analyse the physical exhibition of the buildings and the message that is conveyed in them through the practice of kataribe-storytelling. Focusing on the concepts of “tourism” and “education” we also want to explore some of the terminology used to describe the practices related to the use of the experience of the disaster and how the teachings derived from this experience have been used in the aftermath of the disaster and its evolution until now.

FUNCK Carolin (Hiroshima University Graduate School of Integrated Arts and Sciences) & **Machiko Yamamoto** (Hiroshima University)

Title: *Cruise tourism in Germany and Japan: conflicts and responsibilities across geographical scales*

While cruise tourism is received skeptically worldwide due to its connection to overtourism, environmental and workplace issues and the highly concentrated structure of the industry, it is actively promoted by governments in East Asia as a new and growing sector of the international tourism market in the area. Governance and responsibilities for cruise tourism are distributed from the international (cruise companies and industry) through the national to the regional/local level. Structures and decisions on each level will influence the ecological, social and economic sustainability of this type of tourism. Japan and Germany are both mature and highly developed tourism markets that have seen a rapid increase in cruise tourism lately; they also feature highly differentiated structures of governance across all scales. The objective of this paper is to critically analyze the distribution of responsibilities and the consequences it has for the possible – or not possible – sustainability of cruise tourism destinations in both countries. To this purpose, we first compare the issues discussed in connection with cruise tourism in both countries. We will then look at policies conducted on the national, regional and local level and how they intertwine in creating cruise destinations. The research is based on the examination of print media, government documents and interviews with port authorities in two ports in Germany and seven ports in Japan. Issues identified in Germany focus on environmental pollution created by cruise ships, whereas in Japan, problems connected to deregulation of immigration procedures have been pointed out. The latter arise from a strong national policy to promote cruise tourism that also aims for a stronger engagement of cruise companies in port development. In Germany, the regional governance level is very strong, leading to a possible lack of coordination among ports. Results suggest that the distribution of responsibilities and power between different scales strongly affects the impact cruise tourism has on the destinations.

GERSTER Julia (IRIDes, Tohoku University)

Title: *The integration of negative heritage in collective memory: Bosai Tourism after 3.11*

The disasters of March 11, 2011, washed away whole villages on the coast of Northeast Japan and destroyed the lives of thousands. Meskell (2012: 558) describes such places as “negative heritage, a conflictual site that becomes the repository of negative memory in the collective imaginary.” The scholar emphasizes the dual role of such places as they can be either used for positive didactic purposes as it has been done in Auschwitz or Hiroshima, or they are to be erased “if such places cannot be culturally rehabilitated (...)” (Meskell 2012: 558). In Japan as well, how to remember the disasters has been recognized as an important task. This paper investigates the efforts of several communities in Iwate and Miyagi Prefecture to integrate the negative experiences in their collective memory with Bosai Tourism (Disaster Risk Mitigation Tourism). By listening to the stories of survivors (kataribe) and visiting places directly affected by the 2011 tsunami, visitors are promised not only to learn about the impact of the disasters but also about appropriate behavior in case of earthquakes or tsunamis. Tourism in Northeast Japan presents a special and important case as the Fukushima disaster is still ongoing, and yet the Japanese government has a high interest in promoting a completed recovery in the wake of the Tokyo Olympics. Here municipalities face challenges in balancing different wishes and needs of the directly affected residents, the promotion of “Bosai Tourism” in which visitors can learn about the disasters by seeing remains of it, and moving on with recovery. Based on the analysis of differently designed “Bosai Tourism Tours” and interviews with the organizers as well as participants, I argue that Bosai Tourism is part of a cultural rehabilitation process to cope with the 3.11 triple disasters.

GIBSON Chris (University of Wollongong Australia)

Title: *From the tourist gaze to bearing witness: responsabilizing an ethics of tourism for the Anthropocene*

Tourism’s excesses and volatilities warrant urgent and compelling responses. As the frightening epoch known as the Anthropocene dawns, awash with toxicity all the way from the cellular to the oceanic scales, there is no going back to pre-capitalist times, modernist notions of equilibria, or (false) notions of ‘wilderness’. Previously unthinkable questions now appear commonplace: how might tourists, governments and tour operators be discouraged from their ‘obedience to the global tourism industry’? How can ceaseless growth in aeromobility be justified? Ought the notion of growth be abandoned altogether? In this paper, I argue that critical debates in tourism studies augment critique of tourism’s capitalist, Anthropocentric and settler colonial legacies, with more nuanced discussion of what it means to bear witness in tourism contexts. Environmental historian Thom van Dooren (2017:65) has proposed bearing witness to distant (and often threatened) others – people, plants, animals, places – as a distinctive ethical stance that fans “new forms of curiosity and understanding, new relationships and so new accountabilities.” This paper responds to van Dooren through reflecting on a major research project, recently completed, that “followed” the guitar in time and space, tracing the musical instrument’s history and present resource geographies across oceans and continents. Factories and sawmills were visited, as were historic centres of manufacturing. Forests both vulnerable and politically-contested were witnessed, as well as open-ended cultivation experiments undertaken by marginal actors outside of industrial capitalism’s value algorithms. From this example, I reflect on the ethics of travelling as bearing witness. Tourism’s enormous privilege was augmented with a sense of duty to people and places, and their stories. In the micro-spaces of tourism encounters, an everyday Anthropocenic ethics emerges, navigating and negotiating positionalities into new forms of communality.

GILLES Almira Astudillo (Field Museum of Natural History, Chicago)

Title: *Art for Our Sake: Cultural Identity at the BenCab Museum Abstract:*

The Philippines is quickly becoming a center of visual art in Asia, and the annual Art Fair in Makati attracts exhibitors, collectors and art aficionados from all across Southeast Asia. While there is an ongoing debate about the existence of a visual identity or language for contemporary Filipino artists, this question, which is subsumed under cultural identity, has already been answered by indigenous artists. This paper will examine how cultural identity is curated with the use of both contemporary and indigenous art at the BenCab Museum in Baguio City, one of the few museums in the Philippines that exhibits both in the same physical space. It will focus specifically on the Cordillera (regional) culture, which consists of nine ethnolinguistic groups. Exhibitions of contemporary and indigenous art and cultural objects will be analyzed for commonalities in visual elements by observation and interviews with artists and curators. In addition, experts will be consulted regarding the sale of authentic and fake ethnographic objects to tourists. Baguio City has just been designated as part of the UNESCO Creative Cities Network by (UCCN) in the area of Crafts and Folk Arts, which requires a commitment to the development of that sector. With this UNESCO designation and as one of the most popular tourist sites in the Philippines, Baguio now has an obligation to position itself as a guardian of cultural heritage and identity and be especially vigilant in marketing to the tourist trade. There is a great demand for Cordillera indigenous textiles and statues, which gives rise to issues of recontextualization and appropriation. The leadership role that a museum could play---in this case, the BenCab Museum---lies in a thoughtful curation of visual art to portray authentic cultural heritage and an emergent cultural (local or national?) identity in contemporary society.

GOMBAULT Anne (Kedge Business School, Creative Industries Culture Research Center) & Claire Grellier (Kedge Business School, Creative Industries Culture Research Center)

Title: *Tourism critics as a source of social innovation for what is more than an industry*

Started in the 1970s (Young, 1973, Krippendorf, 1987), tourism critics in the 1980s called for more responsibility for the effects of travel and behavior on host environments, both physical and human (Butler, 1999). They reached a peak in the 2000s till these 2020s (Higgins-Desbiolles, 2010) leading to “more responsibility” in alternative tourism forms and concepts which have been given many names, such as soft, slow, responsible, sustainable, green, ethical, creative, collaborative tourism. All of them represent “an alternative to the mainstream mass tourism that has been becoming environmentally, socially, ethically and politically intolerable” (Mihalic, 2016). Recent work criticizes the “vagueness” (Banerjee 2003) of these concepts, their difficult practical applications (Buckley, 2012) and the fact that they have been unable to expand beyond niche markets (Honey, 1999). Indeed “the critical turn” in tourism studies (Bianchi, 2009) is louder than the implementation of change. However it contributes slowly to this change. This paper explores how critics of tourism lead to social innovation. The role of the double process of inventiveness and entrepreneurship (Rodriguez-Sanchez, William & Brotons, 2019) at the core of the innovation journey is highlighted. Social entrepreneurship is a means of fostering social innovation when new products or services are introduced which meet social needs and especially improve the well-being to individuals and communities (Sloan et al., 2014). Methodology of the paper is based on a systematic literature review from the last 10 years (2010-2020), investigating real case studies of social innovation in tourism, located all over the world, including in Asia-Pacific. Case studies focus on sustainable tourism, collaborative tourism and creative tourism, three kinds of alternative tourism, as social innovation products in response to critics, providing more responsibility and sense making. Far away from a collapse discourse on tourism, the paper calls for more social innovation in the tourism sector (Gomezelj, 2016, De Lange and Dodds, 2017).

GRABURN Nelson (University of California, Berkeley) & Xiangchun Zheng

Title: *Terroirisation of Destination: A Global Ethnographic Study of Wine Tourism in China*

Tourists' experiences are frequently conceptualized as out-of-the ordinary, contrasting to the mundanity of home. However, the global ethnographic study of wine tourism challenges this hegemonic dichotomy by offering it as a new form of 'place-making project' that seeks to define a new kind of 'place', with new creative synthesis of social relations and their boundaries. Wine tourism is not simply a perceived otherness of the experience of foodways, but creates a 'perceived authenticity,' animating a complicated intertwining of human tastes, aesthetics, pleasures and identities by blurring the traditional tourism boundaries between the exotic and the familiar, the new and the old, the festive and the ordinary. A new global- place- taste relationship can be explored by a global anthropological study of local wine tourism in China: on the one hand, the global wine label terroir is entangled with the local Chinese version of terroir Fengtu (风土) to form a special tourism destination through the efficacy, connections and imaginaries of terroirisation in globalization; on the other, a particular embodied tourist experience could be engaged in a circle by connecting a counter sense movement between drinking wine at home and visiting the places of origin of wine, in which tasting of a wine at home connects to tasting of a tourism place. Thus, the term 'terroirisation of destination' is used to try to explore a special tourism culture by 1) employing the methods of comparative global anthropology; 2) analyzing the connection of two views of terroir in the global encounter bringing together the creative cultures of China and the West.

GUIBERT Christophe (University of Angers)

Title: *For an assumed methodological pluralism in Tourism Studies.*

Each "tool of investigation" available in sociology has its advantages, its costs, its disadvantages. These are the fields, the corpus of hypotheses and problematization of the object that contribute to defining the choice of the tool (qualitative methodologies, quantitative, research and documentary analysis, iconographic studies, etc.). The collection of empirical data is necessarily part of a global and not arbitrary reflection of the act of "seeking" in social sciences. An examination of various Anglo-Saxon journals specializing in tourism studies shows that management science largely dominate the academic world. The published articles follow a modeling inherited from the sciences of nature and propose a plan based on a review of literature, before exposing the presentation of the adopted methodology, to finally present the "results" and the "discussion". An article is not the expression of a creative or reflexive thought, it is instead an exercise that fits into a number of specific codes. This number culture is concretized with predominantly quantitative methodologies, which often anchor the analysis at the limit of the pitfall of mathematics. Also, the "riot of numbers" (Bachelard, 1938) and the false precision are only an illusion and do not correspond to the scientific spirit. Quantitative data only partially explain the variations in terms of tourism practices and modes of engagement for each individual. The essential structures of the social world are expressed as much in the practices and representations of individuals as in the social classes that they compose. Indeed, complementing the quantitative surveys that reveal the recurrence of the modalities of tourist practices, the ethnographic observation makes it possible to refine the social processes. While there is obviously no question of erasing social relations of class, age or gender, it is by taking into account the "entangled complexities" that we plan to explain the singular tourist mobilities.

HASHIMOTO Kazuya (Kyoto Bunkyo University)

Title: *Regional Art Festivals Prompting Actors' Mobilities*

Regional Art festivals in Japan have prompted not only all human and non-human actors' spatial mobility but also their social mobility (that is, change of their social status and positions, values etc.). The sites of the two Regional Art Festivals (Echigo-Tsumari and Setouchi International Art Triennales) are located in areas consisting of depopulated and rapidly aging communities, where the artists are required to create their artwork in interacting with the regionals. At 'Ubusuna House' built in 1924 and refurbished as a part of the Echigo-Tsumari Art Triennale 2006, a team of village women has run a restaurant serving food on the ceramic dishes made by the artists. Their village was extremely conservative and the women always stayed in the background and never came out in public. As the women working for the Festival made a big profit, the men recognized the value of the women's activities and appreciated the results. The women have since found voice to express their opinions, and have become influential in the village. Thus the Art Festival prompted the social mobility of the women from the backstage to the front stage, and also that of the things from artworks to the communal wealth. Here I will develop the concept of Gell's 'art nexus' into that of 'tourism nexus' in analyzing the social relationship among the actors. Performers (artists, regionals, spectators, artworks etc.) in 'art nexus' are 'agents' and they act on 'patients.' Although for the regionals, in terms of 'tourism nexus', their activities are transformed into those of community development through tourism and 'the touristic' makes human and non-human actors agents and patients. As patients change into agents in the 'art nexus' (and vice versa), guests change into hosts, artworks into the communal wealth in the 'tourism nexus'.

HASHIMOTO Shunsaku (University of the Ryukyus)

Title: *Rethinking tourism education in Japan*

This paper takes a wide-angle approach to rethink tourism education in Japan. Although the present Japanese government has enthusiastically embraced the economic potential of tourism, when it comes to higher education, the vast majority of faculties in universities focus on natural resources management, heritage and regional revitalization. The reasons for this is that much of the research and teaching conducted in Japanese universities are focused on the aforementioned disciplines and much less attention is paid to tourism and hospitality concerns. I argue that this is a distinctively Japanese problem. In countries other than Japan, there are a lot of tourism and hospitality management researchers, as well as specialized research and teaching departments at universities. For example, the Hong Kong Polytechnic University has the School of Hotel and Tourism Management, which owns a five-star hotel and serves not only as a revenue source but also as a place for student training and research for researchers. It is also well known that Cornell University in the United States operates a five-star hotel for the same purpose. Why do such examples not exist in Japan? Perhaps it can be put down to the particular Japanese cultural and social context underlined by historical developments. Following the Meiji era, Japanese universities were modeled after western universities, and after World War II, American approaches were adopted. This paper considers how this situation might be addressed in Japan and what the implications will be for the future of tourism and hospitality research and education in the country.

HASHIMOTO Shunsaku (University of the Ryukyus)

Title: *Considering the concept of tourism in Japan*

The theme in this paper is considering the concept of tourism in Japan. Tourism has not yet been confirmed in Japan. Therefore, tourism is considered that protecting natural resources, heritage and regional revitalization, on the other hand, tourism is considered that travel business, furthermore, hospitality business. The government requires to develop the travel business, however the most faculties in universities focus on protecting natural resources, heritage and regional revitalization. The reason is that research areas of the most of researchers in universities are protecting natural resources, heritage and regional revitalization, and almost no researcher in travel and hospitality business. That is the problem of tourism in Japan. In countries other than Japan, there are a lot of hospitality business researchers, and there are also specialized departments at universities. For example, the nearby The Hong Kong Polytechnic University has the School of Hotel and Tourism Management, which owns a five-star hotel and serves not only as a revenue source but also as a place for student training and research for researchers. It is also well known that Cornell University in the United States operates a five-star hotel for the same purpose. Why did such an example not exist in Japan? Perhaps cultural and social backgrounds in Japan are also influencing. Because, after Meiji era, Japanese universities had been modeled after western universities, especially after the World War II, universities of United States. Therefore, it should be no wonder that there is a faculty specializing in hotel management at a university in Japan, modeled on Cornell University as one of the top in the world. In this paper, considering the reason why this situation was occurred, searching what tourism should be in Japan.

HE YaChen (Hiroshima University)

Title: *Art Tourism and Shifting Cultural Landscapes in a Small Japanese Island Community*

Amid Japan's increasingly pronounced depopulation trend, there has been a surge in regional branding initiatives seeking to revitalize aging rural communities and stimulate the tourism industry. In particular, heavy arts-related investment and a triennial art festival have radically transformed the physical and cultural landscape of several islands in the eastern Seto Inland Sea region. By many indicators, these initiatives can be considered successful, as tourism has brought new opportunities for communities. But the marked cultural shift from tradition to commercialized art tourism has caused both locals and outsiders to question whether it is revitalization or something more disruptive or destructive now taking place on the islands. This study evaluates the case of Teshima, an island once associated with environmental catastrophe, now reborn as the site of visionary art and architecture. Tourism is now the dominant industry on Teshima, which has seen a surge in new tourism-related small businesses. Through content analysis of Teshima's art installations and its and business typologies and distribution, as well as analysis of semi-structured stakeholder interviews, this study seeks to articulate the place of island residents within the new landscape, identifying synergies as well as conflicts. Special attention is paid to the concept of rural gentrification, weighing whether cultural shifts tied to emergent classes of consumer and business owner have put pressure on local identity, and even changed the perceived or actual value of rural land. This study identifies a range of outcomes of arts-related development on Teshima, with a corresponding range of local responses. While welcoming the island's ascendant economic vitality and positive encounters with visitors, residents express concern that their traditions are being eclipsed by commercialized, outsider-oriented values. This raises concerns about the cultural and even literal replacement of locals if the growth of the art tourism industry continues.

ICHI Yoshifusa (Ritsumeikan University)

Title: *Tokyo 2020 Olympic Games and Lifestyle Sports: The Current State of Lifestyle Sports in Japan*

This presentation will report on the present situation and issues of Lifestyle sports in Japan. At the IOC General Assembly held in Rio on 3rd August 2016, skateboarding, surfing and sports climbing were approved as the official competition of the 2020 Tokyo Olympic Games. The International Convention "FISE (Extreme Sports International Festival)" gathered urban sports popular among young people such as skateboarding, sports climbing, BMX and parkour held in Hiroshima City for three days from 5th April 2018. In order to bid FISE to Japan, a new sports promotion organization called the Japan Urban Sports Support Committee (JUSC) was established on 16th January 2018. JUSC is promoting the spread and development of "Urban sports" in Japan, aiming for the success of Tokyo 2020 convention and the creation of a legacy. Indeed, towards the 2020 Tokyo Olympic Games, the promotion of Lifestyle sports is proceeding rapidly. However, in order for Lifestyle sports to become a popular sport in Japan, there are some problems that has to be overcome. A serious problem lies in removing the subcultural elements that characterize Lifestyle sports. It is also very arbitrary to use the word "Urban sports", not Lifestyle sports. In other words, Lifestyle sports tend to be achievement sports. Therefore, people understand that Lifestyle sports are highly competitive by being approved as the Olympic Official Games. Unfortunately, people do not understand the feature of Lifestyle sports as alternative to achievement sports. In my presentation, I will clarify conflicts over sportisation and institutionalization of Lifestyle sports in the Japanese sports situation.

IWAHARA Hiroi (The University of Tokyo)

Title: *'Tourism disasters' and community resilience in the World Heritage site of Bali, Indonesia*

Bali is an Indonesian island, a world-famous tourism destination. In 2012, a unique landscape of Balinese rice terraces based on the local cooperative water management system called subak was designated as the UNESCO World Cultural Heritage site. The designation has added a new tourism attraction to Bali. However, due to the decline in the agricultural sector, which has presently been overtaken by the tourism sector in the economic system in Bali, the subak as the agricultural system has no promising future. Tourism, which has brought fame and economic prosperity to Bali, is also causing 'disaster' for Balinese farmers. The farmers have been experiencing water shortages caused by the increased water consumption due to the flux of tourists to Bali. In recent years, the water levels of Lake Buyan, one of the biggest natural freshwater reserves in Bali, have dropped by 3.5 metres. Further, water pollution caused by uncontrolled waste management and the tourism development is a serious environmental problem. Concerned about the environmental problems and the future of rice cultivation, some subak members of the Jatiluwih village in the Tabanan Regency, Bali's World Cultural Heritage site, have started a community-based ecotourism project. After the designation as the World Cultural Heritage site, Jatiluwih villagers have been experiencing rapid tourism development which is changing the landscape and hindering rice cultivation in the area. In establishing community-based ecotourism, local non-governmental organisations (NGOs) play a significant role. The social role of NGOs in community development has increased greatly since the collapse of the Suharto regime in 1998. In Bali, environmental NGOs actively encourage community-based tourism as an alternative to mass tourism. This study examines the Jatiluwih case to discuss how the collaboration of the villagers with outsider NGOs in the post-Suharto political regime in Indonesia creates a resilient community.

JAMES Donna (Western Sydney University)

Title: *'Swipe right for a discrete sexual experience with a French guy': Yogyakarta women's experiences of meeting tourists through Tinder.*

While there is a growing body of tourism research investigating the problematic power relations that exist between white tourist men from the Global North and local women in the Global South, the ways in which location-aware dating apps are reworking these social encounters has yet to be examined. This paper explores the impacts of location-aware dating app Tinder on women who live in Yogyakarta, Indonesia and their social interactions with tourists from the Global North who travel there. A multi-method design comprising an online questionnaire (n = 22), semi-structured one-to-one interviews with Yogyakarta women on text-messaging app WhatsApp (n = 16) and a critical analysis of Tinder's user experience design (UXD) was employed to investigate Yogyakarta women's practices of using Tinder to meet tourists from the Global North. Analysis revealed that some Yogyakarta women are engaging with tourists from the Global North through Tinder in the hope of circumventing domestic gender-related oppression, and to allow opportunities for social and sexual exploration that might not otherwise be available (mostly due to pervasive social surveillance). However, because Tinder's UXD amplifies the axes of racialised differences and reinforces existing gendered power dynamics, Yogyakarta women who use Tinder are likely to be placed at a significant risk of sexual violence when they meet white tourist men through the app. This study signifies that there is a need for researchers within Critical Tourism Studies to be especially critical of location-aware dating apps such as Tinder, which are increasingly being marketed for use in tourism arenas despite their evident facilitation of intercultural connections that are unequal in terms of racialised and gendered power.

JI Yao (Keio University)

Title: *The evolving role of architecture in Japan's post growth revitalization*

Many examples of rural revitalization have emerged in Japan over the past few years in response to social and economic decline. Architecture as part of the creative arts, plays a major role in revitalization as it can both preserve old as well as create new identities. The paper discusses the evolving role of architecture in creative place making and its contribution to community revitalization with a focus on small to medium-scale initiatives rather than large scale top-down approaches. There is a need for an alternate approach to building in contrast to current anti-recession measures which often result in inefficient building works. Architecture, like art, can offer opportunities for creative engagement in its conception, execution and function. In addition to the physical structure, what are the potentials in the process of co-creation through participatory design and build methods? The paper analyses these methods through the framework of social design and diversification of existing resources. The key case studies are selected to represent various methods adopted in socially engaged revitalization. They include the village of Kiwanosato in Yamaguchi prefecture currently working with UK art institution Grizedale Arts on small scale education-based projects to help diversify existing farming industries. The port town of Onomichi has been actively reusing vacant houses and buildings through DIY self-build projects as well as an increasing number of larger projects sparked by growing tourism. New buildings within the Shinshoji Zen Museum and Gardens in Fukuyama reinterpret traditional Japanese elements in artistic and contemporary ways to make the temple grounds attractive for a wider audience. Although the methods differ there is a shared desire for site specific projects in their approach to place making by drawing on local materials and traditional techniques to create new opportunities for social entrepreneurship.

JINXIU Liang (Hiroshima University)

Title: *The Symbiosis of the Crane and the Community to See from the Point of View of the residents in Izumi, Kagoshima, Japan.*

Human life is inseparable from the environment because there are kinds of connections between human beings and other lives. With the change of the economy and the social environment, the environmental problem is the most significant problem at present (Takahashi,2012). Currently, in Japan, wildlife appeared in a place where humans lived and hit human awareness. (Honda,2008). In such a situation, the assertion that symbiosis with human beings should be considered in each area (Akimichi,2003). The famous case in Japan is that natural regeneration and rejuvenation of the stork (Kikuchi,2006), and the way of symbiosis with wildlife in various places such as bears, monkeys, wild boars and deers (Takada,2014). According to Kikuchi (Kikuchi, 2010), human intervention was necessary for realizing symbiosis with wildlife. Consequently, the conservation and regeneration of wildlife habitat were required. Generally, the symbiosis relationship between human and wild animals is a kind of solution to environmental problems. However, a mutually beneficial way to coexist between human beings and wildlife remains a challenge (Honda, Yamaji, 2005). Although there are many studies on the relationship between residents and wildlife, there are few studies on the relationship between cranes and residents. Through the questionnaires and interview surveys, this study would like to introduce the relationship between wildlife and residents in Izumi City, Kagoshima, Japan. Additionally, to obtain the interest about the crane in the flood plain in the largest wintering area in Japan, the adjustment and construction of a harmonious environment for both human beings and nature crane were studied.

JONES Thomas (Ritsumeikan APU)

Title: *Positioning 'Wild' Monkey Parks on a Non-consumptive Wildlife Tourism Spectrum: Visitor Perspectives from Takasakiyama Natural Zoo*

How wild is non-consumptive wildlife tourism? Considerable ambiguity exists in a spectrum ranging from highly confined environment (e.g. zoos) to relatively natural environments with minimal human impacts (e.g. national parks). Herein lies the inherent paradox in nomenclature of our selected study site - Takasakiyama Natural Zoo (TNZ), one of Japan's principal monkey parks thought to host the planet's largest troop of Macaques. This paper analyses post-visit perspectives from TNZ to investigate how a site can simultaneously fulfill 'zoo' and 'national park' criteria, and uncover visitor outlooks on provisioning. The methodology combines secondary data with a pilot study conducted on 27-28.10.2018; n=14) and manager interviews (8.2.2018). Located in Oita, Kyushu, TNZ macaques can be viewed by visitors under free-range conditions. Provisioning began in 1947 aiming to i) mitigate crop raiding; ii) conduct primatology research; and iii) encourage tourism. After the establishment (1952), TNZ was designated inside Setonaikai National Park (1956) despite the impacts of provisioning on macaques including a higher birth rate, shorter inter-birth intervals and lower infant mortality. Beyond physiological impacts, the population was affected by overfeeding that contributed to the troop's rapid growth and subsequent fission. TNZ's estimated monkey population in 1950 was 166, peaked in 1995 (n= 2128) before declining by 2018 (n= 1173), partly due to a ban on tourists' purchasing snacks and hand-feeding the monkeys since 1993. Survey findings facilitate a reappraisal of the 'wild' in wildlife tourism. Despite regular provisioning, more respondents considered TNZ to be a 'national park' than a 'zoo' mainly due to 'guaranteed' observations of free-roaming 'wild' monkeys. Management policy minimized undesirable behaviour such as begging for food or threatening visitors, masking visual boundaries such as fences and guard-dogs that are used to keep the monkeys inside the parks. Findings contribute to the positioning of monkey parks on a non-consumptive wildlife tourism spectrum.

JØRGENSEN Matias Thuen (Roskilde University) & Jonas Larsen (Roskilde University)

Title: *Sustainability as a contributor to destination attractiveness – How Asian tourism can support sustainable community development in the Nordic countries.*

Based on interviews with Asian tourists in Copenhagen, we investigate whether to what extent Asian tourists consider mundane and sustainable elements as reasons to visit the Nordic countries and as peak experiences during their visit. Based on these findings we discuss why and how sustainability is and should be positioned as an important contributor to destination attractiveness. Previous research has indicated that while mundane lifestyles, practices and environments are often ignored in tourism research and tourism marketing (Larsen, 2008, 2019), Chinese tourists consider these as main reasons to visit the Nordic countries in the first place and peak experiences during their visit (Jørgensen, 2019). In this paper, we posit that many of the specific elements of mundane life in the Nordic countries that these tourists value can be regarded as sustainability related. These include environmental elements such as clean air, water and blue skies and social elements such as relaxed lifestyles, work-life balance and social systems (Jørgensen, 2019). We further argue that if destinations in the Nordic countries are marketed based on such intangible and tangible sustainable factors, it has the potential to contribute positively to sustainable community development in the Nordic countries. We posit that if the contribution of sustainable elements to destination attractiveness is recognised, highlighted, and supported by policymakers and the industry, this provides an economic incentive to further invest in sustainable development. We also posit that a focus on sustainable aspects in destination marketing may attract tourists with an interest in sustainability, which may act more sustainably when they travel. Thus, a focus on sustainability as a contributor to destination attractiveness may both attract tourists and contribute to sustainable community development as it creates incentives to make sustainable investments and attracts tourists that may put less strain on local communities.

KAMAL Asham Mina (Wakayama University)

Title: *Tourism and gender equality in a rural minority community The case study of Siwa oasis*

Tourism can empower women by providing direct and indirect jobs, giving value for unpaid jobs. However in MENA and Egypt in particular men are dominant, and women suffer from discrimination. Research has suggested that tourism brings a change in the local culture, enhancing women's participation in tourism (Duffy, et al, 2015; Tucker, 2007). Since the 2011 revelations, Egypt has been suffering from an economic crisis, making many housewives seeking jobs, However, in the rural area, the situation is different. In contrast to the western concept of women's rights with the emphasis on individual autonomy, choice and agency, the integrity of the family unit is the core of women in MENA (Middle East and North Africa) region. Contrary to the common view, women's rights are also consistently with Islamic principles on human rights that respect families, religions and communities. In general, however, Arab women have low participation in the labour market and tourism in particular. There is a huge deficit about women's rights in Islam and the Arab world in particular. While many factors are affecting women's right in the MENA region, such as the patriarchal kinship social structure, and oil economy causing significant economic gap among the population. This paper discusses tourism's potentials in bringing power to women in rural Egypt, specifically focusing on the Siwa oasis community, rural minority community in the western desert of Egypt. Siwa oasis is a new tourist destination compared to the tourist destination of the Nile Valley. Following the changes that happened in Siwa oasis since the beginning of the tourism development in this region, the paper discusses specifically the male perspectives on women's rights and gender equality. This study utilizes direct observation and unstructured interviews, with an aim to make recommendations to enhance women's participation through understanding men's perception. Research ethics and practicality of methodology are also discussed in this paper, giving specific insights into this culturally complex research.

KANDA Koji (Ritsumeikan University)

Title: *The New Mobile Assemblages Created by Pokémon GO*

This presentation examines the new mobilities created by Pokémon GO – a highly popular and socially consequential smartphone game. Drawing on theoretical insights gleaned from the ‘mobilities turn’ in the humanities and social sciences, I critically analyze the new forms of being in, moving through and interacting with the world that have materialized through the technologically novel and highly dynamic relations of the smartphone-player-Pokémon Go assemblage. After detailing how the mobile assemblage perspective is deployed to construct a theoretical and methodological framework, I turn to applying this framework to several key features of the Pokémon GO phenomenon. The first concerns the way in which the new mobilities created by Pokémon GO further dissolve boundaries between real and fictional worlds by mapping a fictional game world onto the living landscape. I then examine the novel forms of movement – i.e. the unique manners of perambulation and distinctive rhythms – that the game encourages players to perform, paying close attention to how the game controls players and to how players pursue alternative mobilities that limit such control. The final section of the presentation questions the relationship between Pokémon GO and places, particularly the way in which the fictional world of the game rewrites the meaning of places, thus leading players into conflict with already established meanings and ways-of-being in places. This relationship between Pokémon GO and place is then further explored through an examination of tourism campaigns that have attempted to harness Pokémon GO. While these campaigns have successfully attracted visitors to regional destinations by offering access to rare Pokémon, they depend on visitors to congregate in large numbers and thus conflict with other uses and meanings of places. Such campaigns are thus illustrative of more general issues; namely, the many questions raised by the further extension of fictional game worlds into already existing realities.

KANO Tomoko (Teikyo Heisei University)

Title: *Utilising traditional social places for community resilience: Disaster risk management planning for World Heritage sites in Nepal and Turkey*

In 2015, Patan, one of the World Heritage sites in Kathmandu Valley, Nepal, was struck by a severe earthquake. Two and a half years later, in November 2017, the author participated in a local workshop in Patan where community leaders revised the local DRM (disaster risk management) plan and updated the DRM map. The author found that the public water supply facility called hiti, often located at public squares, could be quite useful in times of disaster. Near the hiti, a semi-open space called pati, originally constructed for pilgrim tourists, is also located. The facilities, hiti and pati, could be used as evacuation bases. Bergama (Pergamon), in Izmir Province, Turkey, is also an important tourism centre in the Aegean area, with rich archeological sites that became part of the World Heritage list in 2014. Although the DRM plan in Bergama was already made by Izmir Province, it is not well-known to the local people. In February 2019, the author organised a workshop in collaboration with the Bergama City Government to raise disaster risk awareness in the local community. By discussing disaster risks, and sharing the DRM map for evacuation routes with local leaders, the author discovered that the water supply facilities called çeşme, and the surrounding social places, could be used as evacuation bases. In the World Heritage site, it would not be easy to build new evacuation buildings, or to widen streets, due to strict regulations for traditional buildings. Traditional social places like water supply facilities and their surrounding areas are then quite useful in the World Heritage sites of Patan and Bergama. Traditional social places are sometimes suitable for DRM planning, and community resilience.

KATO Kumi (Wakayama University)

Title: *Women & Sustainability: an ecohumanities perspective*

This article takes up the challenge to apply critical enquiry to the interface between tourism and the United Nations' Sustainable Development Goals (SDGs). Applying a political ecology perspective, it examines the intersectionality of gender and (ocean) sustainability through a study of traditional women divers in Japan. Recognizing the SDGs as an agenda setting platform, this work engages with Goal 5: *Gender Equality*, and proposes that engaging with multiple and diverse ways of knowing is critical to promoting a sustainability agenda with gender perspectives an essential component. Employing ecohumanities as a methodological foundation, a qualitative study of women divers in Japan (*ama*) is reported with a focus on their particular relationship with the ocean. The study identifies the power of women's knowledge in its inclusiveness, reciprocity and intuitive way of knowing. The example also shows that while tourism can be an important social and economic force, it can also devalue these core qualities as a result of the negative impacts caused by gender stereotypes. These findings indicate that the sustainability agenda can be advanced by challenging hierarchical systems of knowledge and valuing alternative ways of knowing, in this case, women's knowledge.

KIM Jaewook (Hiroshima University), Yuji Yashima (Wakayama University), Hayato Nagai (Wakayama University) & Adam Doering (Wakayama University)

Title: *Current State and Challenges of Japan DMO's Partnerships Program: Success or Failure?*

Tourism destinations' competitive environments are rapidly changing in the world. To address this challenge, there is a growing consensus among scholars that transforming various functions and governance frameworks within destination management organisations (DMOs) and strengthening their cooperative relationships with stakeholders are essential for destinations' sustainable growth (Hall & Veer, 2016; Morrison, 2013; Ritchie & Crouch, 2003). This study examines the current state and challenges of management control issues in Japanese DMOs. In particular, the study focuses on partnership programs recently introduced by several DMOs to adjust to the changing environment. This presentation explores how partnership programs are being accepted and negotiated through the case of one of Japan's largest municipal level DMOs and its various stakeholders. For the purpose of the study, a qualitative and interpretive method is employed. Secondary data including government reports, newspaper articles and financial reports were first collected and reviewed by the research team. A series of semi-structured interviews were then conducted with representatives of the DMO and their partner organizations. The research team has observed two main issues within the partnership program. First, although both parties generally acknowledge its importance, they are still seeking how the public-private partnership can effectively work and maximize the impact of this program for destination management and benefit local communities. Second, the case confirms that mutual benefit does not necessarily mean equal benefit (Morrison, 2013), and concludes by encouraging a more robust discussion on how the interaction between public-private relations can be measured and its impact on destinations' performance with short-term and long-term perspectives.

KOGURA Yuichiro (Wakayama University)

Title: *How to use ESD for educational and agricultural tourism*

The world population would be more than 9 billion until 2050. Lots of problems such as environmental destruction, food shortage, energy supply and so on could be triggered by such a huge number of the human. We Japanese also have the various problems for the future generation. I focused on the Educational and Agricultural Tourism to find out one of the possibilities for the sustainable society, especially in the countryside. In this study, I have started to investigate how does the Japanese schools teach ESD (Education for Sustainable Development), compared with UNESCO's ESD. The results indicated that UNESCO-Japan may not have the philosophy on 'citizenship'. We might not focus on the real humanistic problems or conflict in Japan. For example, we have only 8 classes focus on nuclear power after the disaster in 2011 during 2012 and 2014. In addition, 6 of them agreed with the nuclear power without thinking about the system (how to generate the power inside). On the other hand, only 2 classes had studied about ethnic conflict for learning cultural matter. Most of the rest were focused on the cultural exchange such as the tea party. There seems to be a same tendency on Green Tourisms or farmer's house staying in Japan. For instance, although it is a chance to think about our agriculture (history, trade systems, biodiversity or more), we just to try harvesting the fruits in the orchard. These showed that the possibility of teaching environmental matters at orchards and that we could make an additional value on agricultural educational tourism in Japan.

KOTHARI Uma (University of Manchester/University of Melbourne)

Title: *Colonial legacies and the forging of postcolonial alliances: the experiences of Indian tourists in the 1950s*

In their late 20s and recently married, Shanti and Tara decided to go on the holiday of a lifetime. This paper draws on the extended road trip from England to India undertaken by these two Indian travellers in the 1950s. In so doing, this account challenges the privileging of western tourists and dominant narratives of travel. It highlights the entangled relationships and connections that generated the encounters, experiences and understandings that emerged during their journey. The swirl of larger events and processes that conditioned their travel routes in a post-war and decolonising moment testify to a different era of globalisation in which distinctive connections were being sought and wrought while others were diminishing. Their trip took place in a specific geo-political context when colonised nations were struggling for independence and colonial powers were adapting to the contraction of their empires. Consequently, their journey reveals the persistence of colonial legacies but also the forging of new postcolonial alliances. In drawing on the living memories and narratives of their journey recounted over many years, as with all oral histories, the incidents and experiences told change over time with certain events being omitted while others become polished with repetition. Indeed, personal stories are rarely related consistently revealing the difficulties of creating biographical portraits from fragments, cracks and slippages in their tale. Yet, the multiple fragments and different versions collected over time have enabled the piecing together of an account of their travels. This paper recounts selective stories of their encounters with diverse people and places to illuminate and trouble wider colonial, decolonial and postcolonial entanglements.

LAPOINTE Dominic (Université du Québec à Montréal)

Title: *Following the threads : disentangling tourism*

From the Ariane Thread to the Gordian knot, figure of threads and entanglement weaving through time, space and life are abundant in literature. This paper follows up on our reflections about production of space (CTS-NA 2016 – CTS 2017), hegemony (CTS-NA 2018) and biopolitics (CTS 2019) in tourism. We aim at exploring theoretical views on tourism as a complex phenomenon of interlinking scales, bodies, institutions and mobility. Inspired by Lowenhaupt Sing (2011, 2015) entanglement in political economy, we take the same path in anchoring our understanding of tourism through Deleuze and Guattari's Rhizome and Callon's sociology of translation. From this perspective, we will look at tourism as an entanglement (the Gordian knot) and will follow threads of meaning (Ariane's thread) to articulate a cluster of meaning at the intersections of the threads. The main threads will be placed, bodies, technologies and mobility (Lapointe and Coulter, forthcoming). From this textile metaphor, we will apply and inductive meta-analysis in revisiting our previous research done on climate change, innovations, placemaking, indigeneity and governance in tourism to unpack the different threads present in those researches and explore the new meanings it creates. Finally, we will go back to our three prior theoretical frameworks: production of space, hegemony and biopolitics and confront them to the entanglement as propose by Lowenhaupt Sing. We will ask how they are complementary. How they are contradictory ? How tourism can be analyzed and understood by those theories? Are they Arian's thread leading to a better understanding of tourism as a global phenomenon or just another Gordian knot?

LARSEN Jonas (Roskilde University)

Title: *Marathon mobilities: A western tourist perspective on Japanese marathons*

Running is a basic form of human mobility. Yet running has been strikingly overlooked by the mobilities paradigm that has focused on how machines mobilise people over great distances and at much speed, in cars, trains, boats and planes. The irony is that the mobilities paradigm in that process immobilised the human body and movement on foot or bicycle. Or so it was until recently. There are now many publications about cycling (e.g. Spinney, 2006), running (Latham, 2015) and running events (Cidell, 2014; Edensor & Larsen, 2018). This chapter contributes to the (tourism) mobilities literature by giving an embodied tourist perspective on the Tokyo Marathon and the Kyoto Marathon. I explore why westerners travel to and experience these faraway events and cities.

First, I approach the marathon running as a specific form of corporeal mobility and account for how marathons involve and generate long-distance travel, conspicuous consumption, disrupted mobilities and corporeally active bodies. Second, this is followed by a short history of marathon running in Japan and the globalisation of marathons. Thirdly, drawing on my own running, observations and interviews, I write two vignettes about the races that are inspired by non-representational calls for animating ethnographies of live sporting events (Andrews, 2015; Vannini, 2015).

LE Bao Ngoc (Wakayama University)

Title: *A critical examination of the role of local residents in The Toolkit for Responsible Tourism in heritage destination in Vietnam*

In 2017, travel and tourism made up a total of 9.4 percent of Vietnam's GDP, and 7.6 percent of total employment in Vietnam (World Travel & Tourism Council, 2018). Accordingly, several attempts develop the growth of tourism industry more sustainably and responsibly have been made. In 2014, The Vietnam Ministry of Culture, Sports and Tourism developed the Toolkit for Responsible Tourism in Vietnam [The Toolkit] with assistance from the EU funded Environmental and Socially Responsible Tourism Capacity Building (ESTR) Programme. Three stakeholders were identified in this toolkit: policy makers and government officials,

tourism related private businesses, and local residents and/or communities at tourist destinations (ESRT Programme, 2013). A critical content analysis of this document reveals the level of involvement of the three stakeholders were far from equal. The policy's neglected role of local residents indicates that the toolkit conflicts with the discourse of stakeholder involvement presented in the policy which states that regardless of the power and interest of every stakeholder group, an equal platform to express their opinion needs to be given (Sautter & Leisen, 1999). This presentation argues for an early planning stage involvement with local communities, making sure to involve voices and opinions of local residents before unwanted impacts of tourism activities emerge. While this sounds easy to do in theory, such early stage involvement of local communities is difficult to achieve in practice. This presentation discusses that despite being the bible for sustainable tourism management in Vietnam, the content of the toolkit has to be critically reflected upon using the perspective of local stakeholders as the starting point of analysis. By utilizing a word cloud generator and a textual analysis of the toolkit, the study aims to document the relationship between stakeholders and critically analyze the responsibility of each stakeholder in as identified in the toolkit. By doing so, the study forms the first step in the local residents' role and contributes to knowledge of stakeholder relations in the emerging and rapidly expanding Vietnamese tourism context, using a cultural heritage destination in Vietnam as a case study.

LEE JongHwa (Angelo State University)

Title: *Tourism for Study Abroad: Lessons for Critical Intercultural Communication and Visual Rhetoric*

Bella Dicks once posed a question in her book, "Culture on Display": "Can the tourist's desire to 'know' the other – albeit within controlled settings – also produce the space for an exchange of knowledge?" (p.13). Like Dicks' answer is cautiously positive, this project further extends the possibility, to explore the potential of tourism for study-abroad programs and the study-abroad students as "ethnographer tourists." Specifically, this project critically reflects on the author's experience in designing a study-abroad program (for Tokyo in Summer-2020) primarily through the form of "tourism." While the author has designed/taught a course in "Tourism and Cross-Cultural Communication" in popular tourist destinations (e.g., Los Angeles and Honolulu) more from a "host's" experience, the study-abroad course for Tokyo produced new challenges – to visit a destination (Tokyo) where the instructor and students have limited 'cultural capital' – as the first program ever offered (for Tokyo), at a Mid-Western college where study-abroad programs are offered mostly for European cities, for students who are predominantly white. In short, the process to create and prepare a brand new study-abroad course for Tokyo provided a rich source of critical-pedagogical reflections. For example, should the Tokyo program include a visit to the Yasukuni Shrine – why or why not? What does the inclusion (or exclusion) say about tourism, culture, identity, power, and communication? Thus, while reflecting on specific moments of creating/preparing the course, this project also engages with deeper questions on tourism, for its epistemological, methodological, and axiological implications, particularly to imagine/design tourism as study-abroad and study-abroad students as "ethnographer-tourists." Informed by Conquergood's performative ethnography, and advancing Haraway's notion of "response-ability," in conjunction with Levinasian "responsibility" and Bakhtinian "answerability," this study situates study-abroad students as "ethnographer-tourists" and tourism as a performative site of knowing, of engaging, and of answering, as civic and moral responsibility.

LEGASPI Giovanni Francis A. (University of the Philippines Diliman) & Edieser Dela Santa (University of the Philippines Diliman)

Title: *Corporate Social Responsibility and Sustainability: The case of Boracay Wetlands*

The past decade has seen significant growth in the tourism and hospitality literature on corporate social responsibility (CSR) (Font & Lynes, 2018). However, limited literature exists on public and private partnership in the revival of tourist destinations, at no cost to the government, in the journey towards sustainable tourism development. This case addresses this gap by looking into how government agencies and private organizations worked together to rehabilitate wetlands, as part of wider strategy to achieve sustainable outcomes for a top tourist destination. In the process, the case identifies endogenous and exogenous antecedents that led to the involvement of particular organizations, the role of collaborative arrangements, trust and a shared vision. Theoretically, the case can be linked to concepts not just in CSR but also in social network theory. The geographic context is Boracay Island in the Philippines, which was temporarily closed for six months in 2018. The closure and its eventual reopening to tourists led to continuous efforts to first rehabilitate and then revive the island's ecosystem. The case highlights the role of Department of Environment and Natural Resources (DENR), the lead government agency in the rehabilitation of Boracay Island, who partnered with various stakeholders to undertake environmental projects to achieve the government's goal of saving this resort island from environmental degradation due to overtourism. One of the projects was the restoration of the nine wetlands in the 1,032-hectare Boracay Island, through the Adopt-a-Wetland program. Following the orders of DENR Secretary Roy Cimatu that the program "should be consistent with the existing condition of the wetland and should be based on sustainability" the agency collaborated with top corporations, including the country's largest producer of geothermal energy and the second largest in the world, the Energy Development Corporation (EDC), to revive nine wetlands into eco-tourism areas. Through interviews and documentary analysis, the study provides details on the interactions between DENR, EDC, local government, and other members of the Boracay Inter-Agency Task Force, as wetland number 2, "a brackish water swamp turned construction dump over the years" was transformed into a 7.79-hectare conservation park that now features endemic tree and animal species rescued from extinction by the program. The study likewise illustrates challenges in implementing the rehabilitation program, amidst the much-wider concern to provide employment relief to those affected by the closure. As the case demonstrates, lack of resources, fragmentation and politics are important constraints, but through collaboration among key stakeholders within and outside the community, driven by strong leadership and a shared vision of sustainability, optimal outcomes can be achieved.

LEMARIE Jeremy (University of Paris Est)

Title: *A Tourist Area Life Cycle for surf destination: The cases of Hawaii and California*

Surf tourism has been investigated by scholars with particular attention given to recent sites in the Asia-Pacific region such as the Mentawai Islands in Indonesia. In those destinations, surf tourism has generated significant revenues for the local tourist economy since the 1970s and 1980s. However, little is known about mature destinations, where surf tourism has been occurring for more than a century. To shed light on the consequences of tourism development in a destination that have reached a restructuring stage, this paper draws on a comparison between the seaside resorts of Waikiki in Hawaii and downtown Huntington Beach in California. Implementing content analysis of archives and documents gathered from economic reports, planning studies, and newspapers, this case study of two resorts discusses the tourist area life cycle. After providing a chronological examination of both resorts' history, this work addresses similarities and differences in tourism development and in marketing strategies implemented by the stakeholders. Findings show that the economic benefit of surf tourism in a given destination is highly dependent on the interests of stakeholders in tourism development, and on the hospitality of the host community.

LISA HUNTER (Monash University)

Title: *(SGS) visions of (surfing in) Japan: A response-able autoethnographic documentary of one pedagogical encounter.*

Donna Haraway argues for cultivating ‘response-ability’, or the ability to respond, when she notes the ‘high stakes of training the mind and imagination to go visiting’ (2016: 130). But what might this cultivation mean when bodies, matter, place and time entangle, such as when a visitor travels to Japan to surf, for example? In this paper, I raise issues associated with tourism, ethics, sex/gender/sexuality, and sustainability. To help conceptualise these issues I contrast Urry’s concept of the tourist gaze with concepts of response-ability (Haraway, 2016) and response-able pedagogies (Bozalek & Zembylas, 2017). My aim is to suggest a shift for tourism where it matters. This shift matters if tourism is to be more response-able and sustainable for destination stakeholders, visitors and the more-than-human co-constituted by ‘the visit’. Approaching my surfing Japan encounters with a critical pedagogical lens and paying attention to the traces of sex, gender and sexuality (sgs), amongst other intersecting categories, this paper presents a response to the response-ability as a phematerialist auto-ethnographic account.

LIN Li-Pin (Lynn) (Ming Chuan University) & **Huang Shu-Chun** (Shih-Hsin University)

Title: *Moving toward a sustainable tourism city: how to encourage residents’ leisure participation in urban planting*

Facing the challenges of unsustainable urban growing, the theories of new or neo urbanism and smart growth have been widely practiced in the U.S. since the 1980s, Urban agriculture and relevant food security are the major concerns particularly when food production, supply, and distribution in cities would be significantly influenced by climate change. Urban sustainable agriculture or equivalent concepts (e.g., new ruralism by Krauss (2013) and agrarian urbanism by Duany (2011)) have been proposed to expect residents’ involvement in the process between planting and enjoyment of self-produced food by utilizing vacant or public lands. Taipei City and New Taipei City, Taiwan are embracing more than 10 million international visitors and make efforts to become a more sustainable and beautiful tourism cities. Both adopted their sustainable policies when transforming themselves into sustainable cities that could afford food supply and create beautiful environments for local residents and tourists. Urban sustainable agriculture is employed to encourage residents’ activeness in vegetables, spices, and beatification planting. This research attempted to build the model including associated factors (awareness of slow food movement, leisure involvement, happiness, and agricultural participation), collect data from participants in the community planting programs, and analyze how those factors would influence residents’ participation in urban agriculture in Taipei and New Taipei cities. The findings show those factors significantly and positively lead residents’ more active participation in sustainable urban agriculture. Among them, happiness is the most important one to encourage residents’ activeness in the agriculture process. These would be useful references for governments incorporating urban planting into sustainable city policies.

LOEHR Johanna (Griffith University)

Title: *Transformational change for destination wide climate change risk reduction*

The Intergovernmental Panel on Climate Change makes it very clear that climate change is happening rapidly and drastic action is required both to reduce carbon emissions and adapt to unavoidable impacts. Least developed countries and small island developing states are particularly vulnerable to climate risks, impacting destinations in a range of ways including posing risks to tourists, tourism infrastructure and communities involved in tourism, as well as the natural environment destinations rely on. Despite those risks, Pacific SIDS and foreign investors continue to invest in tourism as it provides the potential to help meet Sustainable

Development Goals (SDGs), including action on climate, and create economic benefits. On the other hand, tourism is a resource intense industry contributing significantly to global greenhouse gas emissions. Tourism ability to deliver these positive outcomes has hence been questioned, partly due to its deeply embedded growth paradigm and its challenges. This paper argues that to address these challenges, transformational change is required. Building on a qualitative study which is informed by interviews conducted with tourism and climate change decision makers in Vanuatu and applied systems thinking to better understand how climate risk can be reduced to destinations in Vanuatu, a number of leverage points are discussed. The thinking is influenced by Donella Meadows work and her concern that many interventions commonly implemented to address sustainability issues target highly tangible but less effective leverage points with little influence to create transformational change. The learnings from the study therefore aim to inform the identification of “deep leverage points” for destination climate risk reduction that address the underlying system structure and goals to create system-wide changes.

MARTINI Anna (University of Groningen)

Title: *Communicating memory and heritage places cross-culturally: affect in post-disaster tourism in Japan.* Eight years after the 2011 triple disaster, the recovering communities of Tohoku use tours as a way to support the local economy, confront their loss and overcome trauma. As global attention moves to new disasters, communities feel the need to attract more visitors as well as create new jobs for the locals. However, this has proven difficult: differences in expressing emotional responses caused tensions and dissatisfaction amongst locals and internationals, as locals feel misunderstood and tourists do not see their expectations met. This hinders the tourist encounter, which is seen by some of the communities as crucial, as they feel that ‘being able to tell their stories’ and ‘being remembered’ is a central tenet of the recovery process. I investigate how memory and heritage, expressed by narratives, practices and landmarks, can be used to ‘attune’ the feelings of these culturally different groups. The success of tourism can be aided by devising cross-cultural strategies so that conscious feelings (emotions) and subtle impressions (affect) of locals are communicated effectively to tourists. In the case of Japan, affect can constitute a more appropriate means to negotiate meaning between Japanese and internationals. I will utilize geography and interdisciplinary theories of affects to gain an in-depth understanding in the ways to communicate heritage and memory cross-culturally in disaster sites, as well as analysis of interviews, media and participant observation next to rigorous and appropriate approaches to non-representational and creative methods. Affect can benefit both locals and visitors, as it bridges understandings of the delicate and complex issues pertaining to disaster memory and heritage, and may lead to more socio-culturally and politically sustainable approaches to planning, development and management of tourism.

MARUYAMA Naho (Takasaki City University of Economics) & Kyle Woosnam (University of Georgia)

Title: *Social injustice and ethnic neighborhood tourism: from the perspective of a dominant ethnic group* Social injustice has been approached from two different perspectives, namely distributive justice and recognition justice (Young, 2014). The former concerns with fair distribution of resources, goods, and benefits while the latter involves just social patterns of representation, communication, and interpretation. Fraser (2009) argues that these two forms of justice should not be dissociated but need to be integrated in a single framework. Indeed, examining ethnic neighborhood tourism (ENT) may reveal that these two spheres of injustice are intertwined in one case. The goal of this study was to explore the local residents’ perception towards ENT, particularly from the perspective of a dominant ethnic group. Because ENT focuses on representing culture of ethnic minority groups, it has potential to alter the patterns of economic distribution

and social representation (Maruyama, Boley, and Woosnam, 2016). The study was conducted in Oizumi Town, Gunma prefecture, Japan. Oizumi has the highest concentration of Brazilian residents in the country. Although the town used to be a well-known industrial town, it has shifted its main industry to tourism focusing on Brazilian culture. The interviews with 31 local residents revealed that Japanese residents feel reluctant and even antagonistic towards ENT in their community because they feel that the benefits from tourism are not distributed among Japanese residents. In addition, the Japanese residents are hesitant to represent their community as a “Brazilian town” because of everyday conflicts that they experienced with Brazilian residents. Also, a large part of Japanese residents in Oizumi identify their town as an “industrial town” rather than “tourism destination.” The results indicate that injustice can be experienced not only by ethnic minority groups but also by members of dominant ethnic groups. Tourism practitioners need to know the perspectives of different social groups to allow ENT to contribute to social justice in the local community.

MCCORMICK Andrew (Hiroshima University)

Title: *Finding a Creative Class on the Art Island*

Japan’s shrinking, graying peripheral regions compete with each other to draw young people away from the nation’s cities, in an effort to stem or at least slow the heavy losses caused by decades of low birthrates and out-migration. Small towns entice in-migrants with promises of more living space, closer connections to historical and natural landscapes, a slower pace of life, and entrepreneurial opportunities. While the gains in population from these efforts are typically minimal and insufficient to mitigate shrinkage, the island of Naoshima presents a notable exception. Naoshima has received massive arts investment and subsequent heavy tourism, and the island is now famous across the country and abroad. The arts investment period has corresponded with a leveling off of population decline, and a modest but significant uptick in new residents, many with creative backgrounds in the arts or design. This ethnographic study focuses on these creative in-migrants to Naoshima, seeking to understand their backgrounds and expectations, their community roles and "sitedness," and their impact in relation to concepts of "creative class" and rural gentrification. In interviews, in-migrants described falling in love with the island, and moving there based on expectations of a "slow," low-stress, family-friendly life. To a degree, these expectations were realized, but the in-migrants faced a range of hurdles both innate to Naoshima (e.g. bureaucratic and infrastructural challenges) and at least partly of their own making (e.g. housing shortages and culture clashes). While Naoshima's new creative in-migrants do indeed bear the markers and potential of a "creative class," their future role in the island's social fabric remains unresolved. Additionally, an emergent pattern of gentrification, evidenced by cultural shifts, community tensions, and shortages in housing, may herald future challenges for Naoshima.

MIZUNO Eri (University of Marketing and Distribution Sciences)

Title: *Surfing events and surfing migration in Japan in the perspective of gender/sexuality*

Raewyn Connell pointed out that global history and gender experiences of people in local societies cannot be separated to understand masculinities (Connell, 2005). Expansion of western colonial imperialism, global markets, transnational corporations, and transnational media strongly affects our life and local gender order. Though surfing in Japan is formed in a local context, they inherit the male dominance and heterosexual nature of Americanized and sportified surfing. This is exemplified by only male surfers and hetero couples/families appearing in the regional development and local government videos and commercials to attract surfing tourists. While it seems inevitable to mention Olympics when we comment on surfing and tourism in Japan today, this global mega sports event may not encourage gender equality of the local surf scene in Japan as the event has always been about creating and reinforcing a gender binary. In this paper my aim would instead be a study of possibilities and potentials of small local surf events in Japan. Krista Comer observed that surfing culture

spread in the world as a California diaspora taking root in other soils, with surf schools/shops/retreats for women being established by women through the concept of girlocalism (Comer, 2010). This shows us women organize and provide opportunities, time and space for women to enjoy surfing safely and empower women. Using the concept of girlocalism, I focus and evaluate the non-competitive camps and retreats as a new trend of surf tourism in Japan.

MKONO Mucha (DECRA Fellow, University of Queensland)

Title: *Navigating the political football of wildlife tourism and conservation: Reflections from a trophy hunting research project.*

The need for action to protect threatened species in and outside tourism contexts is urgent and daunting. Australia has recently lost more than a billion animals in widespread bushfires. Elsewhere, poaching, illegal wildlife trade, habitat loss, and drought present significant challenges, exacerbated by a changing climate and an increasingly polarised global community. Researchers can make an important contribution to resolving these challenges, through driving debate and evidence-based action. However, wildlife tourism/conservation is fraught with politics, and this can present challenges for researchers. In this paper I draw on my research experience in trophy hunting over the last three years, to illustrate the challenges and tensions that researchers face in navigating this politicised landscape. How can we achieve greater impact in this area, to ensure sustainable wildlife futures?

MOIZO Bernard (IRD, French Institute for research and sustainable development)

Title: *Keeping the link with the country, telling our side of the story". Small Aboriginal ecotourism enterprises in the Kimberleys (Western Australia).*

After more than 30 years, I had the opportunity to return to my thesis field in the Kimberleys. The various socio-economic changes are, of course, considerable, and have greatly affected the daily lives of aboriginal people. After obtaining some recognition of their land rights in the 1990s, the Kimberley aboriginal people were then able to create and run businesses in various fields (cattle station, Caravan Park, roadhouse, supermarkets, and art galleries). Now, the younger generations are involved in the employment opportunities (rangers, guides), still limited, in the region's protected areas. It offers a possibility to maintain links with their ancestral territories, while traditional activities allowing them to do so (hunting, fishing, gathering, ceremonies) have almost all disappeared. About ten years ago, several local aboriginal run ecotourism tour initiatives emerged. Some are now viable and, although many internal and external problems remain, allow some older men who have maintained links with their pre-colonial culture to pass on knowledge and experience to younger generations and to offer tourists the aboriginal perspective of Kimberley history and to introduce them to their territories through rock paintings, open sacred sites and the remains of local history (old homestead, ghost town). This ongoing research aims to identify the dynamics underway in this field in the Kimberley, internal conflicts among aboriginals and non-aboriginal regional organizations, new identities expressed through aboriginal ecotourism activity and the resilience of local communities as a response to multiple and profound disruptions in their socio-economic activities. Several tours and base camp visits were conducted, as well as formal and non-formal individual and group interviews with aboriginal and non-aboriginal involved in tours and tourists. Special attention was given to the expansion of the protected area since it could make possible to combine tourism and conservation activities through better coordinated Aboriginal businesses.

MORIMOTO Izumi (Meiji Gakuin University)

Title: *How tourism effects on resilience from devastating disaster?*

The case of Nepal earthquake in 2015 In Nepal, the earthquake of magnitude 7.8 occurred on 25th April, 2015. After the earthquake, tourist has disappeared for a couple of months, people who have engaged in tourism have faced difficulties to make their lives and reconstruct their houses. In this research, I will focus on the people selling souvenirs to international tourists on the street of tourism space in Kathmandu. Although their economic activity was small in tourism industry, the damages of the earthquake to them was comparatively serious. It was not easy to get support even for their current lives and reconstruction of houses from Nepalese government because of the shortage of budget and political instabilities and so on. Some of them tried to ask support from tourists whom they met on the street of tourism space. Some have succeeded in obtaining individual support directly or indirectly from tourists who also wanted to do something for their “friends” living in Nepal. Based on the above circumstances, I would like to consider what kind of effect tourism has in the resilience after such devastating earthquake in Nepal.

MOSTAFANEZHAD Mary (University of Hawai‘i at Mānoa)

Title: *Tourism and the Haze Crisis in Thailand: An Urban Political Ecology Approach*

Between February and April of each year, haze smothers much of northern Thailand and impacts the livelihoods of approximately 60 percent of the population working in the tourism and agriculture industries. Widespread rumors among lowland, urban residents attribute haze to biomass burning among highland farmers. Highland farmers, however, contend that environmental governance regimes have lengthened and exacerbated what is now regarded as the annually recurring haze crisis. Drawing on ethnographic fieldwork among urban tourism practitioners, rural farmers and scientists, I demonstrate how haze as a physical and symbolic entity circulates between urban and rural spaces in ways that reinforce a political ecology that, while bound to urban processes, extends the urban well beyond the city proper. By highlighting the co-constitution of the collective narrativization and physical circulation of haze, this article challenges methodological cityism by accounting for how environmental materialities can radically reshape urban-rural social formations.

MOSTAFANEZHAD Mary (University of Hawai‘i at Mānoa), Harnng Luh Sin (Sun Yat-Sen University), Joseph Cheer (Wakayama University) & Tim Edensor (Melbourne University)

Title: *Viral Anxieties/Bordered Securities: Coronavirus in the Age of Global Tourism*

The 2020 coronavirus outbreak hit the world by storm. With more than 30,000 flights canceled and counting, the quarantine of thousands of people and mass hysteria within the social media sphere, the coronavirus has inspired fear and anxiety around the world. While scholars have addressed the role of tourism in the spread of disease, the reaction to the coronavirus globally has revealed how little we actually know about the role of tourism as an agent of and response to global health crises. This roundtable will open up the debate by addressing tourism and global and local responses to the coronavirus outbreak from a range of perspectives including, but not limited to, geopolitics, global health, (im)mobilities, security, biopolitics, and tourism planning.

MULDOON Meghan (Arizona State University) & Tom Griffin (Ryerson University)

Title: *Exploring virtual reality experiences of slum tourism*

The practice of visitors touring slum communities is increasing, and a topic of substantial discussion. Proponents suggest tours bring awareness and economic opportunity, particularly in regions with little ability to create meaningful employment for their citizens, whereas others critique the voyeuristic nature and question the actual benefits for the community (Freire-Medeiros, 2013; Frenzel, Koens & Steinbrink, 2012; Manfred, 2010). Virtual Reality head mounted displays (VR HMDs) provide users with a visually immersive experience of a different environment, and the technology is increasingly being used to promote tourism, as well as to educate and familiarize distant parties with important topics across many sectors (Gibson & O’Rawe, 2018; Tussyadiah, Wang, Jung & Dieck, 2018). In this presentation we will discuss the findings of an exploratory study which drew from interviews with 16 students. Participants who declared an interest in slum tourism through a survey of students were invited to interviews and asked about their experiences with, perceptions of, and motivations for visiting slum communities. Participants then watched a VR HMD video of a tour of a slum in Manila, Philippines and were then asked to share their reflections immediately and again at a meeting one to two weeks following. Findings demonstrated that the VR HMD video was positively received and trusted because of its immersive nature. Participants reported having had their understandings of slum communities both reinforced and challenged, leading to more confidence in perceived awareness of issues in general, and slum tourism specifically. Most participants felt more inspired, confident, and comfortable to actually take part in a tour, however some expressed ethical and safety concerns and described feeling less motivated to visit. In addition to the findings of this study, we will also discuss the nature of the video that was used as the basis of this study, as well as implications for research and practice in this increasingly significant area of tourism development in the Asia-Pacific region.

MUNAR Ana María (Copenhagen Business School), Jane W. Meged (Roskilde University), Mads Bødker (Copenhagen Business School) & Cecilie Dan Wiedemann (Copenhagen Business School)

Title: *Existential Walking*

Camønoen is a new pilgrim route in Møn, Denmark. This tourism attraction markets itself as a pilgrim experience for everybody. This paper analyses this eclectic pilgrimage through a stream of philosophy representative of a similar assemblage - Existentialism. It asks what understandings appear if we use an existentialist approach to study the experience of walking this invented pilgrim route. The theoretical grounding is a conversation between the literature on contemporary touristic pilgrimage and Existentialism as presented in Walter Kaufmann’s works. The knowledge about the case of Camønoen is based on a two-year engagement, which has included the development of workshops, field work and interviews with core stakeholders and pilgrims. The core empirical material of this study is narrower; a data set of 380 Instagram images shared by pilgrims. The coding and analysis of the data follows two visual methods: the thematic and the metaphorical. Findings show a strong resonance between the experience as portrayed by the pilgrims’ photographs and core aspects of existential thought such as solitude and the self, presence and contemplation, authenticity and integrity, possibility and freedom, and the passing of time; and a much lower resonance of other topics such as dread, guilt or religious faith. The study examines contemporary understandings of tourism responsibility. It invites us to address the limits to commercialization and institutionalized religiosity, and to explore how touristic experiences far from being banal, can provide the ‘legitimate’ spaces (and excuses) for questioned/challenged cultural practices in contemporary societies such as spiritual contemplation and slowness; inviting to states-of-being that foster resilience and move beyond and across busy/productive/consumerist lifestyles.

NAGAI Hayato (Wakayama University)

Title: *Experiencing hazards during overseas travel: An investigation of Japanese working holiday makers in Australia*

Youth travellers form an important and growing sector of the current international tourism market (UNWTO, 2016). This recent growth has been strongly supported by emerging markets; however, Japan has been one of the major contributors to this market for many decades. One notable contribution is working holiday programmes, which offer young individual opportunities for extended travel experiences in partner countries. The primary purpose of these programmes is to enhance mutual cultural exchanges. As Japan's first partner country since 1980, Australia has been the largest working holiday destination for Japanese for many years; more than 10,000 Japanese travel to Australia on this programme annually (DHA, 2018). Although researchers have investigated these experiences in Australia (e.g. Maksay, 2007; Kawashima, 2010), the hazards the Japanese travellers encountered during their stays have not been well-researched. Serious hazards encountered by travellers (e.g. traffic accidents) are usually reported on the news and are included in official statistics. Minor hazards, however, are not always reported to authorities by travellers (Howard, 2009), which makes difficult for researchers to understand the whole picture of this topic. To shed light on this issue, this study attempts to identify both the types of hazards encountered by Japanese during their working holiday experiences in Australia, and the hazard mitigation activities employed. This study will analyse qualitative data collected through an online panel from former working holiday makers in Australia. To supplement and further extend the findings, secondary sources (e.g. newspaper articles and online media) will also be consulted in this study. Since the number of youth travellers with different cultural and language backgrounds, including those on working holiday programmes, is increasing, this study argues that investigating their experiences from the perspective of traveller safety is crucial for both academics and practitioners seeking to effectively develop safety strategies and educational programmes for travellers.

NISHIHARA Satomi (Osaka Gakuin University)

Title: *Hospitality Management in Tourism - Impacts on Japanese Wildflower Conservation.*

This paper presents hospitality and destination management modules from previous articles and journals for further studies in hospitality and tourism management, introducing nature conservation as a tourist attraction. The present research has three aims: (1) Study a destination management framework from the conceptual model of destination competitiveness source (Ritchie and Crouch, 2003). Researching the framework to implement a hospitality management to destinations. The analysis of hospitality management's sales and marketing at destinations is a key factor to solve the current destination issues such as communication between management and local people. (2) Research hospitality management reviews to find out a definition of hospitality management through its history and origin of international hospitality education as business administrations. (3) To find a way to conserve nature as a tourist attraction by reviewing previous and on-going research. Destinations are facing serious threats of global issues such as the number of endangered species increasing every year, and tourist, landowners and volunteers often wanting to develop sustainable tourism to conserve wildflowers. In addition, the presentation suggests avenues for further research to support sustainable conservation destinations and to develop hospitality management of this area in Japan.

NISHIO Tatsuru (Yamaguchi University), **Munehiko Asamizu** (Yamaguchi University) & **Manabu Hori** (Yamaguchi University)

Title: *Tourism development using SDG s in Yamaguchi Prefecture*

The aim of this study is to investigate how regional tourism organization managers consider the factor of Sustainable Development Goals (SDGs) with regard to tourism promotion in Yamaguchi prefecture. The Ministry of Tourism was founded in 2008, and the Japanese government has promoted tourism as one of its economic policies. They set the target for inbound tourist numbers at 40 million in 2020 and 60 million in 2030. The number of inbound tourists has increased rapidly in the last decade. Due to the rapid growth of inbound tourism, some popular tourist destinations such as Kyoto, Mt.Fuji, Shinshu or Hokkaido have issues over tourism, and policy makers have to consider the balance between economic growth and environmental issues. The United Nations introduced 17 SDGs and 169 detailed targets for the year 2030. Some studies (Bramwell, Higham, and Miller 2017; Hall 2019) examined the concept of tourism growth using sustainable development concepts. However, few have examined the SDGs and tourism in Japan. In this study, we will conduct an interview with tourism managers from regional tourism organizations in Yamaguchi prefecture. The main questions will relate to 1. tourism development, 2. event management and 3. benchmarking and numerical targets. Yamaguchi prefecture, located in the west of Honshu, has many attractive tourist destinations. Hagi is a very traditional city and a reverberatory furnace was registered as a World Heritage site, while Akiyoshi Quasi-National Park contains the longest cave in Japan and is currently under review for a UNESCO Global Geopark. The results of this interview will show their efforts with regard to managing tourism development using SDGs and their implications for future tourism development.

NGUYEN David (Tohoku University), **Motoharu Onuki** (University of Tokyo), **Miguel Esteban** (Waseda University)

Title: *Sustainability vs Resiliency: Tourism, Airport Development and Disaster Management in the Ogasawara Islands*

The Ogasawara Islands, renowned for its unique ecosystem, are often referred to as the Galapagos of Japan. Although considered a part of Tokyo, it lies nearly equidistant from the Japanese capital and the Northern Marianas Islands. This distance and isolation has led to the development of flora and fauna that includes over 441 documented native plants, 195 endangered bird species among many others. However, its location also poses a number of vulnerabilities to its settlement to natural hazards for its population, particularly tsunamis and typhoons. As the island relies nearly exclusively on ferry transportation, there has long been concern over accessibility, leading to multiple proposals for the construction of an airport. While these proposals sought to improve connection with the mainland and improve life for the island's residents, its potential impact on the island's unique environment has led to whether it should be built or not. The island's inscription as a UNESCO World Heritage site in 2011 and its 50th anniversary of reversion to Japanese control, has again brought up the discussion over airport development. This research paper is a summary of two periods of fieldwork conducted in Ogasawara in 2018. The first examines media discourse over airport development since 2011, and compares it to the discourse among local residents based on a survey conducted around the same time. Secondly, we examine disaster preparedness among the island's tourism industries, and the discourse over improved airport accessibility contributing to resiliency versus improved accessibility leading to environmental deterioration.

OKADA Minako (JTB Research & Consultancy)

Title: *Women in Tourism: Japanese industry perspectives*

Sustainability has been increasingly valued as a priority for business and community development, but its practices in travel and tourism is still limited. This presentation will focus on how sustainable tourism and women's empowerment may contribute to the promotion of sustainability, giving focus on SDGs. It includes the current situation and issues of women empowerment in the tourism labour market in Japan, arguing that women contribute to sustainability from both consumers and service provider perspectives, as it is the women who lead ethical consumption, fundamental to a more sustainable society.

OLSEN Daniel (Brigham Young University)

Title: *Problematizing Cultural Perspectives of the Commodification of Religion and the Case of Billiken*

Since the Middle Ages, Western scholars and theologians have debated the appropriateness of commodifying religious places, icons, and rituals, with some expressing concerns regarding the "kitchification" religion, causing aspects of religious material culture to have no real meaning. However, these concerns are Eurocentric in nature, as in South and East Asia, for example, religion and commerce have long been intertwined. This paper further problematizes the commodification of religion by examining the expansion of the Seven Gods to include a non-Japanese god of good fortune—Billiken. Located in the Tsūtenkaku Tower in Osaka, Billiken was originally a good luck charm invented in the United States, and its addition to the Seven Gods pantheon comes about because of its commercial potential rather than any theological or afterworld benefit. This case study illustrates the need to both be cognizant of cultural differences in relation to religion and commodification and to be open to the hybridization of religion in a globalizing world.

ONG Faith (The University of Queensland) & Elaine Yang (Griffith University)

Title: *Redefining Perspectives of Asian Tourism*

While tourism can trace its origins back to the elite excursions of Western European travellers in the colonial era, as far as modern examinations of the field are concerned, it has strayed very little from this origin. Mainstream understanding of "tourism" remains grounded in the colonial histories, imperial projects and societal changes in Western Europe and North America. Current tourism research practice reflects an enduring Anglo-Western centrism and neo-colonialisation of knowledge to some extent. This presentation will be based on our reflections as guest editors of a special issue on Redefining Asian Tourism, and how this collection of papers has challenged or contributed to the redefining of Asian Tourism. Our systematic literature review of journal articles revealed that the burgeoning Asian market has become more popular as an area of focus, though their exploration has largely centred on travel behaviour and destination attributes with little attention paid to the theoretical and perceptual differences in experiencing and examining tourism. This is similarly reflected in books and special issues published about Asian tourism, which continues to use Asia as context with only a nascent and recent increase in criticality in relation to Asian scholarship. As an exploration into the process of pivoting away from established scholarship to accept voices and scholarship from Asian perspectives, we noted the fluidity and ambiguity of these alternative perspectives. These characteristics lent themselves to non-traditional styles, such as first-person narratives, which have come under intense scrutiny in the traditional review process. Breaking beyond the narrow confines of what is considered 'good scholarship' by Western standards, we present a collection of research and scholarship explorations to carve an ontological and epistemological space for alternatives and, in this case, Asians' (plural form was used intendedly to recognise the diversity within Asia) ways of thinking, knowing and being.

OOI Can-Seng (University of Tasmania)

Title: *Awkward field encounters of a male researcher: How masculinity creeps in*

This presentation is based on a chapter that I have submitted to *Masculinity and Fieldwork*. While self-indulging, this chapter reveals a set of gender and intersectional politics in my research that I did not think much about before. The self-reflections were uncomfortable but necessary for me as a researcher. Reflecting on my past anthropological fieldwork experiences, I use an “awkward encounters” methodology to reveal how I managed, suppressed and flaunt my masculinity in the field. My field experiences affirm the understanding that there is a variety of masculinities, and the expression, assertion and constitution of masculinity is situated and negotiated. By reflecting on several awkward encounters, I uncover how I have claimed and redefined my various situated masculine fieldworker identities. Three field encounters - discussed in the context of the active interviewing method, of developing a holistic understanding of the field and of self-reflexivity in my analyses – will be presented. Subsequently I force myself to address an awkward question posed by anthropologist Crick on the similarities between an anthropological fieldworker and a tourist, raising questions on not only the validity of ethnographic research but also on whether it is possible for fieldworkers to fully understand the studied culture and society. I asked myself: “Am I just like a male tourist when I do my fieldwork?”.

OOI Can Seng (University of Tasmania), Richard Ek (Lund University) & Mia Larson (Lund University)

Title: *Nordic Noir and miserable landscapes*

Screen tourism highlights the interaction between tourism activities and other aspects of society. A destination is a placement in which a story unfolds. It is used to entice and attract visitors. There are many successful cases. There is, however, a dearth of investigations into less successful cases or on successful cases that do not celebrate beautiful places (Agarwal & Shaw, 2018; Ooi, 2018). The many Nordic Noir TV series are examples; they invoke the often cold, grey and wet weather in Scandinavia in order to create an atmosphere of melancholia and dejection that correspond to the criminal narrative. Still these places have attracted tourists. These counter examples illustrate that the relationship between screen landscapes and tourism is more complex than selling the beautiful and positive. This proposed presentation will look at the case of Nordic Noir and tourism. This genre of movies and series has generated international excitement, e.g. *The Killing*, *Borgen*, *The Bridge*, *The Millennium Trilogy*, *Midnight Sun*. How do these series sell those places that are miserable? Why are people visiting these depressing places? This presentation will offer three inter-related lessons. The first is on situating screen tourism in the wider creative tourism spectra (Richards, 2011). Attractions are not necessarily positive and beautiful; they are engaging in their own ways. The second is on understanding how negative images become part of a vivid imagination that encourages visitors to experience an unflatteringly presented screen destination. And finally, this study locates affective imagination in a wider context, and theorizes on the experiential consumption of the miserable and ugly.

OSORIO Sandra Guisela Cherro (Melbourne Polytechnic)

Title: *Revisiting Taquile Island: the role of ‘culture brokers’ in enforcing indigenous resistance*

Located on the Peruvian side of Lake Titicaca, the indigenous community of Taquile has actively participated in tourism since the early 70’s. Protected by isolation (25km by motorised boats from the mainland), Taquileans have preserved their traditional social organisation and distinctive cultural practices that are part of their tourism offering. In recent years, however, the community have faced increased competition from outside travel agencies that bring large number of tourists, however, few use services provided by islanders. Previous research identified the emergence of a group of young Taquileans identified as ‘culture brokers’ who act as leaders by selecting which part of their society will be used in tourism and instructing the rest of the

community to maintain their traditions and culture (Cherro-Osorio and Best, 2013). While this generation of Taquileans is driven by a strong sense of pride in their culture, they also have a more individualistic perspective as they seek to obtain better economic benefits and education outside their community. Taquileans have managed to resist a diverse range of challenges by constantly adapting their approach to external influences yet still maintaining a strong sense of community. The appearance of 'culture brokers' provides a different perspective on how indigenous people utilise their knowledge from different societies for their own benefit but also for the community. This study aims to further explore how younger generations of 'culture brokers' in Taquile identify ways of resistance to maintain control over tourism in the island. Wilson (2008) suggested that research regarding indigenous issues should holistically include the use and transmission of knowledge. As such, this study will combine academic discourse and the concepts of relationality and relational accountability to illustrate the context of stories from Taquile.

PICON-LEFEVRE Virginie (École Nationale Supérieure d'Architecture Paris Belleville)

Title: *Architecture of Hotel as a tool to study tourism impact on cities*

In the relatively recent field of architecture, as a scientific discipline, and not as an art or as an urban studies object, we are looking for concepts and methods coming from other fields of research : history, sociology, philosophy, geography. Our main concern, however, is to build knowledges about the physical and spatial effects of architecture as well as to understand and to analyze concepts and method used by architects to produce architecture. There is a recent development in tourism studies in architecture, in France mostly in school of architecture, as the questions raised by tourism studies are more and more about the experience, the ambiance, the question of authenticity as well as the development of cultural tourism . Those questions are interesting for us, as they give a new role to architecture which is no longer seen as the production of a set of standardized issues but more about specific relations between a site, a program and a new generation of tourists , younger, well-educated and able to give advice through the digital network. We would raise those questions with the case of Angkor and Siem Reap, the adjacent city, and we will look especially at the case of hotels which are built by local or international companies, using architecture as a device to seduce and to give new experiences to their clients using local references as well as international ones. For this research we used interviews of the different actors but also graphic representation , in order to be able to compare the different realization, physically, to measure their impact on the city fabric.

PRINCE Solène (Linnaeus University)

Title: *Artist Networks on a Small Island: Creativity and Networking on Bornholm, Denmark*

Small rural islands are often peripheral to core areas, which means that there is usually a strong reliance on public funding and tourism development to counter limited socio-economic opportunities. Reliance on tourism can serve to upkeep emerging rural creative industries and the appealing atmosphere they foster. Unlike in cities, the development of creative industries in rural areas often stems from cultural and artistic clustering embedded in traditional products, narratives, practices and livelihoods. The role of artists in tourism development reflects the importance of acknowledging that not all actors involved in rural development are tourist entrepreneurs per se, but play a significant role in positioning the periphery as an interesting place. I am interested in the networks that emerge on rural islands as artists pursue their own professional ideas that will ultimately enhance individual creativity and strengthen artistic clustering. Through 19 semi-structured interviews with craft-artists of the Arts and Crafts Association Bornholm in Denmark, I have identified networks crucial to the reconciliation of tourism and professional development in the periphery. Through EU funding, these artists have formed an association to take advantage of the tourist season by exchanging skills

and pooling resources, but also by creating a local identity based in idyllic rurality. Additionally, these artists go abroad individually, but also organize biannual meetings in Bornholm to reach out for inspiration and learning. The findings suggest that different networks of local artists, coming together locally and reaching out to extra-local artists, have the potential to counter the effects of limited economic and social opportunities of the island periphery. Importantly, through the networking of its artists, the rural European space gains some of its creativity through its connections with other rural spaces around the world, such as in Asia (especially China and Japan) where many artists of Bornholm go on residency.

PROGANO Ricardo Nicolas (Wakayama University)

Title: *Socio-economic impacts of pilgrimage tourism: Discussing the benefits for local communities*

Studies on pilgrimage tourism have mostly focused on aspects related to visitors, such as travel motivation, visitor experience or visitor typologies. However, it is also vital for tourism destination management to understand the local community's perceptions towards impacts brought by tourism. While some research has been conducted on the subject, the tourism impacts in communities along pilgrimage trails remain under-researched. In order to contribute to this research gap, this presentation provides a qualitative approach on the host community's economic and social impacts of pilgrimage tourism. Analysis is made based on Krippendorf's categorization, which divides community members into four types based on their economic dependence on tourism. The Chikatsuyu community, located along the pilgrimage routes of Kumano Kodo (Japan), is selected as case study. Results show that, although economic impacts were regarded as comparatively small, minor scale tourism was generally perceived as positive across the participants. In particular, the participants had an overall positive perception of social impacts. The presence of international tourists was welcomed across the four types of participants. Awareness towards tradition and its conservation, as well as an increase in events, were also positively influenced by tourism development. Almost no negative impacts were perceived by the participants. Overall, participants were satisfied with the level of development achieved and had no ill feelings towards more developed communities. The study's results have implications for tourism management on pilgrimage routes, especially for a sustainable development of it as locals favor small-scale growth rather than mass tourism.

QU Meng (Hiroshima University)

Title: *What is "Revitalization"? Differing Interpretations by Island Festival Stakeholders*

The Setouchi International Art Festival (SIAF), also known as the Setouchi Triennale, attempts to revitalize twelve remote islands with depopulating and aging communities by hosting an international art festival to promote tourism. Citing the presence of more than a million visitors during each festival iteration, SIAF officials and the media have claimed that the festival is a successful model for government policies aimed at community revitalization and tourism, leveraging new cultural assets to draw tourism-related revenue to the islands. However, the true understanding of the goal of "revitalization" among different stakeholders is rarely addressed. This paper examines the outcome of "revitalization" against SIAF officials' own goals, based on participant observation and mixed-methods fieldwork conducted during both festival and non-festival periods between 2016 and 2019. The author found evidence of differing interpretations of revitalization among SIAF officials, locals, in-migrants, small local businesses and tourists. He further points to a gap between festival officials' aims of "revitalization" and community expectations, which also shows different outcomes across different islands and communities. Finally, this paper argues that the festival's aim of rural revitalization is just a pretext to attract urban tourists for its own tourism development purpose. It rises ethical issues between place-making and place-breaking.

REID Stuart (Lund University)

Title: *The Constitution of Lifestyle Enterprising: A sociological perspective*

The term 'lifestyle enterprise' is often used to describe enterprising in small enterprises, and particularly those small enterprises involved in tourism. Although this lifestyle enterprising phenomenon has been the subject of scholarly investigations since at least the late 1980s, conceptual and theoretical development remains lacking. Typically conceived in objectivist terms as a form of entrepreneurship, much of the research has proceeded from positivist point of views, with interpretivist and, especially, constructionist perspectives only lately emerging. Taking this latter perspective as the point of departure, this study investigates the social construction of lifestyle enterprise from sites in Southern Sweden and Australia. Adopting a sociological perspective, inspired by the social theory of Pierre Bourdieu and borrowing concepts from institutional theory, the study aims to gain insight into the meanings that inform, and thus constitute, lifestyle enterprising practice. Utilising grounded theory methodology, gathering materials through ethnographic observation and open and active interviews, the study offers insights into the meanings that constitute lifestyle enterprising. Findings portray lifestyle enterprising as a contested social field wherein contestation centres on the meaning of products. Enterprisers contest the constitution of products as commodities to negotiate their relation to markets.

REID Stuart (Lund University) & Richard Ek (Lund University)

Title: *The Coming Plague of the Fugue and the Blind Tourist?*

In this chapter we ask if mass tourism, morphing into over-tourism, can be conceptualised as an emerging plague of zombie tourists, and what kinds of tourism futures might come of it? Overtourism is not only unsustainable; it is the logical outcome of capitalism and thus, a token signifying that the capitalist system is well and alive even though it is threatening everything else on Earth. We outline a drastic narrative of this unsustainable phenomenon, characterizing it as a pathological condition that chisels-out a zombie tourist, well-travelled but at the same time oblivious to the tourist destinations he or she passes through. We further argue that the entrance of social media and digital portable technological devices have increased this pathological state as it has added a self-centric, narcissistic dimension into the set of touristic practices to a degree that the zombie tourist even runs an increased risk of ending up dead. Secondly, we present two bifurcated scenarios presenting possible trajectories for future tourist practice, both less reliant on physical long-distance travelling: the implantation of digital memories in the individual tourist's mind and consciousness and "staycation" tourism, i.e. short trip close to the home of the tourist. These two more optimistic scenarios bring some relief to the environmental situation generally and the social situation of overtourism already emerging at many destinations. But, at the same time, these two scenarios are nevertheless embedded in a pathological capitalism and are perhaps bound to create new societal and environmental problems, possibly bringing new kinds of unsustainability. Or?

REID Stuart (Lund University)

Title: *Finding Gender at the Intersection of Family and Field: Family Presences in Sweden*

Gender influences how researchers engage with the field. Departing from this proposition, this presentation offers reflections on gender from masculine viewpoints in the context of a qualitative research project investigating lifestyle enterprising in southern Sweden. Focusing on personal experiences associated with family relocation to, and involvement in, the research process, the presentation focuses on the emergence of masculinities of husband-hood and fatherhood at the intersection of family and field. Exploring the processes of family relocation, site selection and apprehension, the presentation shows how masculinities of fatherhood and husband-hood influence research processes in the field as well as beyond it. Assorted contingent masculinities stemming from family positions of fatherhood and husband-hood affects the whole research

enterprise, not only in the space of ‘the field’ but also in the spaces that lie ‘before’, ‘after’ and ‘beyond’ it. This suggests that the reflective researcher is doubly troubled by finding gender in ‘the field’ as well as determining where the entanglements of gender and field start and stop. Furthermore, the masculinities at the intersection of family and field are not a one-way street but are bidirectional, spilling beyond the professional domain of the researcher’s relation to the field into the personal domain of their relation to the family. In recognizing the wider implications of the masculine entanglements of family and field, gender emerges as an existential epistemological condition of social life, the broader implication is that researchers have little option but to tackle the complex challenges of gender everywhere, both in and beyond ‘the field’.

RÉAU Bertrand (CNAM)

Title: *Disciplinary restructuring, markets and knowledge: the case of Tourism Studies*

A relatively recent field of study, Tourism studies is an interesting case study for analysing the disciplinary recompositions at work (and their effects) since the 1980s in the context of an increasing professionalization of university courses, an increase in the number of students and the development of the tourism economic sector. The emergence in recent years of bibliometric work aimed at proposing a synthesis of themes or networks of researchers can be considered as an indication of the desire to pursue the institutionalization of tourism studies. After having shown that these studies are most often carried out by "Seniors" in the field based in international associations and on the editorial boards of journals on tourism, we will present through a bibliometric analysis the growing intertwining between the human sciences and management sciences. The analysis of a panel of English-language university journals on tourism will make it possible to identify themes, links between journals, "audiences" and define relationships between knowledge producers and symbol "users"; in short, to potentially identify the transformations of a research field through links between social science researchers and "management sciences". I will then illustrate the transformations induced by these disciplinary recompositions through some "exemplary" trajectories of academics from different periods. Finally, because it questions the articulation between disciplinary fields around an object and the relations between the academic world and the economic sector, the analysis of Tourism studies makes it possible to question the structural transformations of the conditions under which scientific knowledge is produced.

ROELOFSEN Maartje (Macquarie University)

Title: *“Why don't we all unlist until we get what we want?” Superhosts’ digital resistance against Airbnb’s measures of assessment.*

This presentation aims at exploring practices of digital activism among ‘hosts’ who rent out accommodation through short-term rental platform Airbnb. In particular, I draw attention to the various protests that have emerged since early 2018 in response to the platform company’s decision to alter the criteria of its Superhost programme. This programme aims at measuring a specific set of attributes on the part of the hosts and their homes – including behavioural aspects related to tourism work – that are deemed particularly important in the production of ‘hospitable’ space. Taking a digital ethnographic approach, I show how the platform’s digital infrastructure is intimately connected to the hosts’ everyday practices. Drawing on Airbnb’s Host Community Center online forum, I explore how Airbnb’s decision to change its standards is perceived by many users of the platform as a highly political move. Whilst hosts struggle to comply with the new expectations set by Airbnb, they organize themselves through the forum and collectively attempt to bargain for sound platform governance and decent ‘standards’ of hospitality work. In closing, I reflect on what these digital protests reveal about accountability in the short-term rental economy and the future of platform-mediated work in tourism.

SAITO Chie (Kanazawa Seiryō University)

Title: *Preserving Disaster Memories: Tsunami Tourism in Indonesia 15 years after the Indian Ocean Tsunami*

This paper examines how tourism contributes to the preservation of disaster memories. In particular, focusing on tsunami tourism in Aceh, Indonesia, I argue how the local government, its main producer, interprets and expresses the 2004 Indian Ocean Tsunami and reconstructed Aceh society 15 years after the disaster. In 2004, tsunami devastated Aceh and brought significant change. Before the tsunami, Aceh had suffered from a long conflict between the Indonesian army and separatists, which had produced many victims and destroyed the society. However, soon after the tsunami attacked Aceh, it ended, and isolated Aceh came to regain ties with other societies; many aid organizations, as well as volunteers and other people, had visited tsunami affected areas in Aceh. Accepting many people and organizations from other areas and countries, the local government started tsunami tourism one year after the disaster. The main purposes of tsunami tourism have been economic development and preserving and passing on memories of disaster experiences to future generations. For these purposes, tsunami tourism attractions were prepared and established in a reconstruction process. During 15 years after the disaster, tsunami tourism in Aceh has become more and more elaborate. Tourism preserves the memories of the disaster and conveys specific messages or the image of reconstructed Muslim Aceh society through exhibitions. This paper will analyze exhibitions in tsunami tourism, interviews with those who work for it, as well as disaster mitigation, and observations at tsunami tourism attractions and show that the tsunami and its experiences are interpreted and expressed in Muslim Aceh contexts; such expressions lead to shape and reshape Aceh identity.

SAITO Hiroaki (Ritsumeikan Asia Pacific University), Andy Lee (University of Queensland) & Huong Bui (Ritsumeikan Asia Pacific University)

Title: *Hotel employees' recovery experience from job stress: The role of staff break rooms*

Employee well-being in the hospitality industry is often threatened by various stressors including the necessity of engaging in emotional labour, working on unsocial hours, and physically demanding tasks. To promote employee well-being, a number of recent studies has examined various organisational intervention strategies but overlooked how employees 'recover' from job stress during their break time at work. Conservation of resource theory suggests that individuals have finite personal psychophysiological resources to acquire, deplete, and protect so as to properly function their mental and body at work. Recovery from job stress is therefore considered to be essential for employees to maintain their well-being and constantly deliver quality service to the customers. Based on conservation of resource theory, this study examines how staff breakrooms promote employees' psychophysiological recovery from job stress. To achieve the study objective, we conducted thirty in-depth interviews with hotel customer-contact employees. The results show that employees experience recovery state through psychological detachment, relaxation, control, mastery experience, relatedness, and enjoyment through various recovery activities. The study also highlights the gap between what employees currently have and what they wish to have in their staff break rooms for better recovery experience. The significance and limitations of the study will be discussed.

SAITO Nozomi (Toyama College of Welfare Science)

Title: *Women in Uzbekistan: Possibilities & Challenges*

Although Uzbekistan is not a typical tourism destination, the number of international tourist arrivals has dramatically increased in recent years. In order to promote these numbers, the government in Uzbekistan has relaxed laws and visa regulations related to tourism. In addition, the services and infrastructure at tourism destinations have been improved to increase tourist satisfaction rates. Despite this effort, little research has been conducted in relation to Uzbekistan's tourism industry. There is a specific opportunity to investigate how tourism businesses have changed in Uzbekistan given the government's recent efforts. The involvement of women in this industry is of particular interest. The purpose of this study is to explore the current state of tourism businesses in Uzbekistan. In providing this precursor information, the study will identify possibilities and challenges encountered by women entering the tourism industry.

SAKAMOTO Masaki (Wakayama University), Takashi Yoshino (Wakayama University), Hayato Nagai, Kaede Sano & Brent W Ritchie (Wakayama University)

Title: *Improving disaster preparedness among tourists: The effectiveness of adding disaster information to tourist websites through a browser extension*

The world has seen many natural disasters, including earthquakes and typhoons, with more expected to occur. Compared to local residents, tourists are more vulnerable during times of natural disasters due to their unfamiliarity with the local area. As tourism has significantly increased internationally in the past decades, protecting tourists in the event of a natural disaster is important to many countries, especially ones that are prone to natural disasters, such as Japan. To support them, several systems, including mobile phone applications that provide disaster and emergency information, have been developed. However, many of them are intended to be used at the time a disaster strikes. Although some systems provide disaster-related information during non-disaster times, few people actively seek such information about areas they visit. This study explores ways to improve disaster preparedness among tourists. To address this issue, a system called 'Di-sarasu', implemented as an extension of Google Chrome, was developed. The system is designed to provide disaster-related information, on such topics as hazards and the location of evacuation sites, to individuals seeking general information such as popular tourist destinations, transportation routes and local restaurants. While users browse tourist information on websites, names of key destinations are detected and automatically highlighted on the screen. When they hover over a destination's name, local disaster-related information is displayed in a speech balloon. This approach is designed to encourage tourists to acquire disaster-related information prior to their visit through merely searching tourist information websites. As the project is in the development phase, the results of preliminary experiments conducted with Japanese participants to evaluate the system are presented. The presentation discusses how this approach can improve disaster preparedness among tourists. As the topic is increasingly important in the future of international tourism, global application of the approach is also discussed.

SAKUMA Sayaka (University of Hawai‘i at Mānoa)

Title: *Species behind Tourism Encounters: developing techniques of biodiversity conservation in Yambaru Forest, Okinawa*

In 2017, the Ministry of the Environment in Japan nominated several southern islands for UNESCO World Natural Heritage. While the nomination emphasizes the importance of balancing tourism management and ecological conservation, it overlooks the management of different animal species behind actual tourism scenes raising an important question: how does the entanglement of tourism and conservation shape actual conservation practices? In this presentation, I examine the biodiversity conservation practices in the forest of Yambaru, the northern part of Okinawa Island. Focusing on the link between the state-led conservation projects and the effort to designate the subtropical forest as UNESCO World Natural Heritage, I discuss the ways in which conservation programs track, locate, and survey different species. In doing so, the objective of this presentation is to shed light on how conservation workers attempt to control different species behind the host-guest encounters. Drawing from interviews and participant observations with the Mongoose Busters whose mission is to eradicate invasive mongoose and forestry association workers who patrol in the forest to prevent from illegal poaching of rare species, I will discuss different techniques of species control. I argue that heritage-designation provides a strong justification for conservation while the success of conservation projects tends to fixate on interventions for iconic species. Dealing with biodiversity as a complex forest ecology is a challenging task for conservation efforts in Yambaru Forest. In conclusion, I assert the importance of considering the impact of environmentalism influenced by tourism and moving beyond a fixation with encounters between species and guests.

SAMEERA Sampath Gunawardana Hewa Malge Rasika (Lincoln Univeristy), David Fisher (Lincoln Univeristy), Joanna Fountain (Lincoln Univeristy) & Koji Kobayashi

Title: *Service Providers Perspectives on Chinese Tourists: Continuum of Chinese Tourists Types*

The growth of outbound Chinese tourists is overtaking traditional source markets in many destinations, including the South Asian region. The literature on Chinese tourism is filled with demand-side studies while ignoring the supply or professional hosts' experiences of this new tourist market. These demand-side studies have proposed the existence of two dominant types of Chinese tourists: Chinese tourists 1.0 and 2.0, providing an opportunity for host destination to maintain new-host tourists relationships. Against this background, this study explored the Sri Lankan service providing hosts' experience with these two types of Chinese tourists and their reflection on these new host-tourist relationships. In-depth interviews were conducted in two tourist locations in Kandy and Galle in Sri Lanka with a range of service providing hosts in Sri Lankan context. The interviews were supplemented with on site observations. The thematic analysis of the experience of service providing hosts' experience suggests the existence of a continuum of Chinese tourists types and new host-tourist relationships that host may maintain with Chinese tourists. Thus, this paper demand tourism scholars to turn their attention to different types of Chinese tourists rather restricting themselves beyond the dominant archetypes presented in the Chinese tourism literature.

SANO Kaede (Wakayama University), Cathy H.C. Hsu (The Hong Kong Polytechnic University) Nan Chen (The Hong Kong Polytechnic University), Kimo Boukamba (Wakayama University)

Title: *Comparing Kyoto and Wakayama resident sentiment towards mainland Chinese tourists*

As a result of the crucial role of resident attitudes in creating positive tourist experiences and maintaining sustainable tourism development, resident attitudes towards tourism impacts or tourists in general have been a popular research area since the 1970s. However, the two pillar theories for resident attitude studies—social exchange theory (SET) and social representations theory (SRT)—have received criticism: SET ignores sociocultural inputs (Pearce, Moscardo & Ross, 1996) and SRT neglects individual cognition (Fredline & Faulker, 2000). To overcome the aforementioned deficiency in resident attitude research, Hsu, Li, and Chen (2016) proposed a new concept, resident sentiment, as a more comprehensive indicator of social representations shared by the local community and a more reliable predictor of resident behavioral responses. Moreover, past studies (e.g., Chen, Hsu & Li, 2018; Seraphin, Sheeran & Pilato, 2018) showed negative resident sentiment of tourists in over-developed tourism destinations, such as Venice, Barcelona and Hong Kong. According to Butler (1980), the relationship between local residents and tourists is changed during the different tourism development stages, thus we suppose that resident sentiment is different between the over-developed and less-developed destinations. Based on Butler's (1980) indicators of tourism development stages, the cities of Kyoto and Wakayama were selected as destinations in different tourism development stages. Furthermore, as mainland China is the major source of tourists to Japan, representing 25.6% of international visitors in 2017 (JTA, 2018), this study chose to explore resident sentiment towards mainland Chinese tourists (MCTs). During a total of 40 interviews conducted with Kyoto and Wakayama residents, the participants were asked to explain their impressions of, commonly shared feelings toward, and identification with MCTs (i.e., sentiment) and the overall tourism development. Additionally, they were requested to share their experiences interacting with tourists, seeing tourists interact with other residents, as well as their willingness to support tourism development. While the tourism industry can enhance economic development, excessive destination development invariably results in over-tourism, which can negatively affect residents' living environment. By striving for a balance between economic growth and residents' healthy living environment, this study contributes to the building of sustainable cities and communities.

SCHÄNZEL Heike (Auckland University of Technology (AUT), Richard Aquino (AUT) & Micha Lueck (AUT)

Title: *A host community's journey from non-participation to participation in surfing tourism*

While alternative tourism development strategies are conceptualised to facilitate equitable and active participation, community inherent, externally imposed, environmental and market-based factors may inhibit meaningful community participation. Often, non-participation (deliberate or non-deliberate) occurs where residents who are supposed to benefit from tourism become mere spectators of tourism activities. In this paper, we present a host community's journey towards participation in surfing tourism. We analyse the conditions and processes that underpinned (previously) excluded residents' resurgence to overcome non-participation in surfing tourism livelihood activities in Sitio Liwliwa, the Philippines. Surfing tourism in Sitio Liwliwa was initially mediated by a social enterprise whose community engagement strategies aimed at encouraging local participation through livelihood activities and entrepreneurship. Though these have followed prescribed strategies to developing community-centric tourism, non-participation still emerged in the locality due to practical reasons (e.g. lack of skills), traditional capitalism and neoliberal tourism policies. To address our research aim, we conducted a qualitative case study employing field observations and semi-structured interviews with 18 local tourism actors. We subjected the collected data to grounded theory analysis informed by constructivism as the theoretical perspective.

SCHRAGER Benjamin (Kyoto University)

Title: *Daredevil dining: Analyzing the culinary tourism of eating raw animal meat in Japan*

With the 2020 Summer Olympics in Tokyo, millions of tourists are expected to visit Japan. Many of these tourists are eager to try dishes unavailable in their home countries. Some of these foods, such as raw animal meat, pose a heightened risk of food poisoning. This paper analyzes culinary tourism of raw meat in Japan. In 2011, five customers died from eating raw beef at a yakiniku (Korean-style barbecue) restaurant. In response, the Japanese government banned restaurants from serving raw beef liver in 2012, a ban they extended to raw pork liver in 2015. These bans corresponded to scientific concerns over the presence of specific strains of unruly and deadly bacteria. Raw chicken meat and liver remain legal although health officials strongly urge consumers to only eat thoroughly cooked meat to reduce the risk of food poisoning.

I explore these tensions by drawing on two years of ethnographic fieldwork based out of Miyazaki, Japan between 2015 and 2017. I interviewed chicken growers, restaurateurs, and food sanitation officials in addition to conducting participant observation. I complement this ethnographic research with analysis of texts and data from government, scientific, and popular sources.

The findings explore how advances in scientific knowledge of the ecology of food poisoning clashes with business interests. Lucrative businesses from around risky gastronomy that appeals to touristic desires for authentic experiences and social media's algorithms. In conclusion, I argue that better attention to the dynamic ecology of individual eaters and how they eat raw meat would help to further reduce food poisoning incidents and heighten retailers and consumer understanding. Many tourists in Japan, both domestic and international, continue to indulge in raw meat that they assume to be magically safe.

SCHULTZ Jeremy (Western Carolina University) & Callie Schultz (Western Carolina University)

Title: *Food Tourism as Resistance: Perceptions of Tourism Development in Rural Russia Examined through Bourdieu's 'Taste'*

Ecotourism has proven itself as a model of economic viability in countries around the world. As part of an economic system, ecotourism also proudly adheres to an imperative ethical system that facilitates the conservation of inimitable communities and delicate ecologies -- human, environmental, and political. As an industry, ecotourism distinguishes itself as "responsible travel to natural areas that conserves the environment and improves the well-being of local people" (TIES, 2014). Within this definition, there is an abundance of discussion regarding the ecologies of peoples that provide the human and natural resources. Understanding their shared characteristics while honoring their unique qualities as individuals aids in responsible tourism development that provides a sense of well-being for the communities and the stakeholders involved. From such perspective, the purpose of this research is to examine how the effects of ecotourism are translated through indigenous perspectives of culture, political capital, and community well-being associated with rural food tourism development in Russia. Semi-structured interviews were conducted with several organizations where numerous ecologies stood to be potentially affected by tourism development. By understanding stakeholder perspectives, it lends insight into sustainable destination management and ecotourism product development, furthering our progress toward ethical, responsible, and financially feasible ecotourism operations. As a result of the interviews along with researcher lived experience, data were analyzed using a critical lens of Bourdieu's concept of 'taste' as it takes on both literal and figurative meanings. In particular, participants' perspectives on class and life-style along with resistance to political ecologies were explored. The resulting inherent links between food, tourism, political capital, and cultural representation are to be discussed.

SCHUMANN Fred (University of Guam)

Title: *Circular Economy Principles and Small Island Tourism: Guam's Initiatives to Transform from Linear Tourism to Circular Tourism*

Many small islands around the world rely on tourism from mainland communities as a primary revenue source. Tourism in small islands, with populations of less than one million, can be considered the most viable engine for development, producing many positive impacts, from retail and service trade, tax revenue generation, to employment. At the same time, tourism can produce many negative impacts on the islands because it is configured according to the model of a linear economy. The common linear economic model, relying on the take, makes and disposes sequence, takes materials from the earth, makes something out of it, and then disposes of it after use, while the three circular economy principles are 1) to design out waste and pollution, 2) to keep products and materials in use, and 3) to regenerate natural systems (Ellen MacArthur Foundation, 2017). Guam, the largest island in Micronesia, has an economy that is primarily supported by tourism as well as military and government spending. Because Guam is import-dependent with 90% of the island's needs coming from offshore and with the resulting substantial amounts waste materials associated with the imported products, its current economic model is not conducive to maintaining the island's pristine natural environment. Efforts are currently underway to develop an economy that is greener and more sustainable. This paper examines the relevance of circular economy principles in small island tourist destinations and reviews steps being taken on the island of Guam to cultivate a circular economy business model for the tourism industry. A case study methodology is utilized, and examples of circular economy initiatives are presented to provide potential lessons for similar island tourism destinations.

SHARMA Deepika (Dakshin Foundation)

Title: *How to enable sustainable tourism in Andaman and Nicobar Islands, India?*

Sustainable tourism is a widely discussed concept, but both academics and stakeholders have struggled to define what this term means. Little work has focused on the practical challenges of developing such practices. Tourism plays a lead role in planning economic growth in the Andaman and Nicobar Islands. To further expand tourism in the ANI archipelago, the government has proposed to start luxury resorts based on sustainability model at a new site- Smith and Ross Islands. It becomes crucial to understand the status of public infrastructure facilities which are essential for tourists as well as islanders. This is an action- research study, conducted to identify how stakeholders manage/use public infrastructure at the current levels of tourist influx and to identify the major bottlenecks as well as opportunities. 59 informants were asked semi-structured questions in Smith Island, from May 2018 to February 2019. These informants included government officials, local businessmen, islanders, and tourists who were selected by snowball sampling. It was found out that there is a considerable lack of waste management, transport, and network connectivity. Resources such as food are sourced from the mainland as very few crops are grown on the islands. With the rise in tourism, the gap between requirement and availability will widen as well as can impact the environment. Most of the tourists remain unaware of this situation in the islands because of the lack of information systems to prepare them. For islanders, tourism has opened up opportunities for high-paying jobs. The land and seascapes of the islands are natural capital for islanders. Therefore, their participation in tourism project planning can contribute towards sustainability goals as well as biodiversity conservation.

SHIGAKI Satoko (Wakayama University), Takashi Yoshino (Wakayama University), Hayato Nagai, Kaede Sano, Brent Richie (Wakayama University)

Title: *Combining tourism and disaster information in one mobile application: Challenges and opportunities.*

The Japanese government has invested heavily in tourism in the past two decades. As the country transforms into a major international tourist destination, it is evident that tourism contributes considerably to the national economy. Tourism is seen as a vehicle for the nation's continuous development, and international visitors are expected to enhance regional revitalization in an era of population decline. Japan is known for its susceptibility to range of natural hazards, such as earthquakes, tsunamis and typhoons. However, it seems that many international tourists have limited knowledge of natural hazards and do not use existing mobile applications containing hazard information while travelling in Japan (Nagai, Ritchie, Sano, & Yoshino, 2019). To increase awareness of and preparedness for natural disasters, this study proposes to combine tourists and natural hazard information on the same mobile phone application. In particular, this study explores the effectiveness of using quizzes and humorous expressions in increasing international tourists' awareness. To explore the effectiveness of the proposed approach, a research team has developed a mobile application. Wakayama prefecture, a natural hazard-prone regional prefecture, is used in a test case for this application. The application provides information related to tourist sites and events in the prefecture, while information about hazards is provided in a combined manner on the same application. Basic quizzes about tourism sites and disasters followed by comical expressions are also included. Using results of experiments with prospective international tourists, this presentation discusses the approach's opportunities for increasing tourists' awareness and knowledge. In addition, the study identifies the challenges of combining general tourist information with hazard information on a single application and discusses these issues from different stakeholders' perspectives.

SHEPHERD Jack (Mid Sweden University)

Title: *Hostels in Hostile Territory: Tourist spaces of transformative dialogue in the Israeli-Palestinian Context*

This presentation will explore the potential role of hostels in the Israeli-Palestinian context to be spaces for transformative dialogue. The Israeli-Palestinian conflict has entered yet another decade and processes of social atomization continue between both sides, with the resultant production of master-narratives of Othering and abjection, and the death of dialogue. This presentation positions tourism as a potential tool to be harnessed in producing spaces of transformative dialogue, that is dialogue which brings formerly acrimonious peoples together for dialogue which will lead to the creation of new, positive realities, through a process of "letting the Other happen to me" (Stewart & Zeniker, 2000). Extensive data collection in the region has found hostels to be places most suited to seeing and experiencing the Other in a way that promotes the formation of new understandings and empathies. The presentation therefore explores a series of case study hostels in the region, both in Israel and Palestine, to argue that despite a plethora of challenges, hostels are powerful tourism spaces for dialogue.

SHEPHERD Jack (Mid Sweden University)

Title: *Encouraging emotional writing amongst male tourism scholars*

Tourism scholars in recent years have increasingly lamented the ‘masculine approach’ to conducting research within tourism studies. The exact meaning behind this label ‘masculine’ has rarely been explored, presupposing that readers automatically assume a ‘masculine approach’ means a distant, objective, emotionless research approach. In this chapter, I interrogate the relationship between the ‘masculine’ and the ‘approach’, arguing that the masculine approach to social science has far more to do with the ‘toxic masculinity’ spoken of in contemporary society than most researchers let on. I demonstrate how tourism studies have suffered from its dominance by men who have largely grown up in cultures that do not encourage emotional exploration or reflexivity. This situation has left us with journals, conferences and articles bereft of emotion and engaging storytelling. As a remedy to this situation, I encourage male scholars to embrace reflexive methodologies such as autoethnography, which will force them to overcome their inherited suspicion of subjective and emotional writing. As part of this call, I present a bibliometric study, which demonstrates that although male scholars have been taking up autoethnography, they have largely been bending the method away from its intended purpose to expose the self and challenge the comfortable. Instead, male scholars have largely been remaining within their comfort zone, and therefore denying the possibility of autoethnography to give tourism studies a more engaging, reflexive veneer. Finally, in this presentation, I seek to demonstrate how by using autoethnography, we can also uncover far more of the tourist experience in highly-strung, emotional, contested spaces than we can through other conventional forms of qualitative work. I provide one such example from the highly contested landscape of Israel-Palestine.

SIN Harnng Luh (Sun Yat-Sen University)

Title: *Singapore’s home, sanctuary and heritage’’: Environmental perception within Wildlife Reserves Singapore’s parks*

In today’s increasingly urbanized spaces in growing cities, many now encounter outdoor and natural environments through parks located within the city itself. Our understanding of what constitutes natural heritage is also often intimately shaped by these experiences within nature parks. Nature parks within cities can therefore play a pivotal role in building awareness and advocacy of environmental and conservation issues, and present opportunities to mold visitors’ – both tourists’ and locals’ – ideas about what nature is, what is deserving of protection, and how to go about doing so. However, while environmental messaging and calls for visitors to contemplate the ethics and sustainability in everyday practices are fairly common in attractions such as zoos, gardens, parks and theme parks, there is a need to further understanding of how visitors engage with the messaging in relation to the actual, in-situ environmental conditions where they view and consider meanings from the messages. For example, reading about energy conservation and its climate change mitigation effect may appear to be ironic “green-washing” if the information is conveyed indoors in an air-conditioned environment. Would the messaging be more effective if the information is delivered in a “natural” but thermally comfortable outdoor location instead? Working with Mandai Park Development and using Singapore Zoo and River Safari (operated by Wildlife Reserves Singapore) at the Mandai Precinct as case studies, this research therefore seeks to consider the effectiveness of messaging within the parks on environmental issues, conservation, and natural heritage, and look at how this effectiveness is closely tied to and influenced by visitors’ physical experience in the parks (e.g. from exposure to climate and managed outdoor environments).

SUDO Hiroshi (Hosei University)

Title: *What Is New Tourism?: A Sociological Examination of New Tourism Production and Consumption in Japan*

Tourism, as a product, is not limited to the tourism industry. It incorporates everyday life, nature, culture, and human relationships of local people in tourist spots—all of which cannot be expressed in terms of market value and should not only be utilised for industrial production but should also be preserved for their reproduction. In Japan, a great deal of effort has been made to monitor new demand and supply in the expanding field of tourism studies. Further, Japanese tourism studies have tried to depict the phenomenon of these changes as ‘new tourism’, and a lot of studies have dealt with these practical areas to contribute to the marketing of expanding areas. In addition, Japanese tourism studies have appraised ‘new tourism’ positively for its economic effect and for creating the social identities and the social ties of the people as well. Tourism studies have related political measures that create the new order of post-industrial capitalism discovering or creating consumers’ desire. However, most of the studies lack critical viewpoints on the relation between tourism changes and the social situation; some deal with the continuity between new Japanese tourism and the old mass tourism. In my study, I focus on how tourism is connected to the changes in complex, disorganised global capitalism and describe the relation between tourism and social and cultural change. Furthermore, I explore the possibilities and the limits of ‘new tourism’ to bring about innovations in culture and to the solidarity of communities.

TAKAI-TOKUNAGA Noriko (Bunkyo University)

Title: *Does Tourism Develop Empathy and Connectedness? A Case of Young Japanese Volunteer Guides*

This study aims to address possibilities and limits of tourism as a mechanism of developing empathy and social connectedness by reviewing relevant literature as well as drawing on findings from a preliminary case study of Japanese volunteer guide experiences. Empathy and social connectedness are closely related concepts: both represent emotional and affective elements of human relationship. Such relationships are ever more sought after in the era of individualism which is one of the characteristics of late modernity. The greater traditional communities are dissolving, the more we are seeking social connectedness with others who share similar interests and values (Gössling, Cohen & Hibbert 2018). Similarly, we need empathy since it is largely believed to be ‘an important ingredient of affirmative social transformation’ (Pedwell 2012:165-166). Empathy and social connectedness, however, may be understood as having different qualities: the former involves identification with others, or ‘put oneself in the shoes of another’, connoting those involved have differing perspectives while the latter presupposes commonality and/or collectiveness to some extent. In relation to tourism practice, empathy may be arguably developed between a tourist and a non-tourist, namely via host-guest encounter (Tucker 2016), while social connectedness may be formed among tourists, for example, backpackers (Nabekura 2019). There may be also the case of social connectedness to be observed among non-tourists where they share the same tourism setting. A case study focuses on Japanese young volunteer guides who help foreign tourists at various destinations in Japan, i.e. supporting them to solve problems such as instructing the direction. Empathy directed from a guide to a tourist is observed while social connectedness is formed among guides who participated in the same volunteer activities although it may be transient. I hope to open up discussions regarding tourism praxis where empathy and/or social connectedness may be encouraged or discouraged.

TANAKA Takae (Tama University)

Title: *Fast national resilience but slow social resilience: Disaster recovery and tourism after the Sichuan Earthquake in China*

The 2008 Sichuan Earthquake severely damaged the province's communities, including some UNESCO World Heritage sites. In the aftermath of this earthquake, the Chinese government decided to preserve certain devastated areas in their existing states and develop them as ethnic and rural tourism resources. The ruins were transformed into 'earthquake heritages'. One of the largest earthquake heritages is located in the Beichuan Qiang Autonomous County. This old county capital was left ruined and was subsequently moved. The new location is 20 kilometres away from the original place and is called 'New Beichuan'. As part of the post-disaster industrial reconstruction, the government constructed the 'Beichuan Qiang Cheng Tourist Area' which now attracts a large number of visitors. The quick reconstruction from the disaster was publicized by the Chinese government as a 'miracle', declaring that the recovery was accomplished in only two and a half years. The Sichuan Earthquake heritages have become symbols of a great victory for the Chinese Communist Party under the name of 'Red Tourism'. The party celebrated this accomplishment as both an example of their strong leadership and of the country's national resilience. However, the devastated people who were forced to move to new places are facing social and cultural difficulties caused by these sudden changes in their lives. For example, there are social and cultural conflicts between two residential groups in New Beichuan, newcomer Qiang people and old resident Han Chinese people. By examining the recovery effort and new tourism developments after the 2008 Sichuan Earthquake, this paper discusses two different aspects of the disaster's aftermath: fast national resilience and slow social resilience.

THI MINH (Phuong Ngo) (Ritsumeikan Asia Pacific University) & **Huong Bui** (Ritsumeikan Asia Pacific University)

Title: *Interpretation of War Sites - A Tour Guide Perspective*

Working with Mandai Park Development and using Singapore Zoo and River Safari (operated by Wildlife Reserves Singapore) at the Mandai Precinct as case studies, this research therefore seeks to consider the effectiveness of messaging within the parks on environmental issues, conservation, and natural heritage, and look at how this effectiveness is closely tied to and influenced by visitors' physical experience in the parks (e.g. from exposure to climate and managed outdoor environments).

TOBA Misuzu (Kwansei Gakuin University)

Title: *The Impact of "Traditional" Events on Tradition and Communities in Japan*

Japanese traditional folk dance such as Awa Odori, which was born centuries ago in Tokushima, has attracted more than one million people at its annual festival. Advertising and improvement of access led to the successful transformation of traditional Awa Odori into a tourism resource. The performers have negotiated with tradition and have accepted the changes with a lot of struggles to attract the audience. Security measures and traffic regulations are also calling for change in a participatory form of the event. On the other hand, it is worth noting that the traditional events have been creating networks of communities between Tokushima and other areas in Japan. Numerous impacts of tourism industry on host communities have already been pointed out in different countries, but the case study of Awa Odori festival shows more than local impacts. Awa Odori is so popular that the same kind of festival has been held in other parts of Japan as well. The largest one is the Koenji Awa Odori in Tokyo, which began as a way to boost local business. Some of these dance troupes have sister troupes in Tokushima and its members visit the city a few times each year to practice. Tokushima has currently a shortage of dancers because the inheritance of traditional culture is not enough. Under these circumstances, external demand can definitely lead to a revitalization of the traditional culture. The research was mainly

conducted through discourse analysis of dance troupes leaders' talks. It came to the conclusion that "traditional" event such as Awa Odori festival in Tokushima had demanded its tradition to be changed for tourists, but also that the event played a major role in revitalization of the city and in revaluation on the tradition through creating relationships with communities outside of the city.

TOWNER Nick (Auckland Institute of Studies)

Title: *Localism at New Zealand surfing destinations: A Social Structure*

Surfing's popularity has seen substantial growth over the last 50 years, resulting in an increased number of surfers worldwide. With a greater number of surfers in the water, many of the popular high-quality surf breaks have become overcrowded. At these crowded locations, surfers who live nearby might be protective and maintain ownership over a surf spot. The phenomena of protection and ownership, or localism, may produce aggressive behaviours, verbal abuse, damage to property and in extreme cases violent confrontations between locals and those from outside that community. Based on participant observation from 2011 to 2016, this paper employs multi-sited participation observation to reflect on experiences of a surfing tour operator and his clients at eight New Zealand surfing locations. The discussion explores Durkheim's understanding of social organization by arguing surfing localism is an important bonding consequence for the local community but also a coercive function for tourists. The paper concludes by highlighting surfing localism was found to have a substantial influence on surfing experiences (both positive and negative) for tourists undertaking a package tour in New Zealand.

TU Shiu Hong Simon (The Chinese University of Hong Kong)

Title: *Volunteering in Art Festivals of Rural Japan: An Ethnographic Overview*

Since the first edition of Echigo-Tsumari Art Triennale in 2000, the emergence of art festivals, or "geijutsusai," has been intensified in Japan, resulting in hundreds of similar events of varying scales around the country. Contrasting against prominent periodic art exhibitions in the global art world such as Venice Biennale - which arguably represent the vanguard of contemporary art - many Japanese art festivals in the 21st century are conceived as social and tourism projects. Some of these festivals are held in the most marginalized and depopulated regions of the country, aiming to drawing tourists and to attract domestic migrants by the appeal of art. The intertwining processes of artistic creation, social revitalization, and tourism development, therefore, involve a wider scope of agents outside of the conventional art world. This paper focuses on a significant group of participating agents: the volunteers. The presences of young, both domestic and international, volunteers are reportedly essential for these art festivals in rural and aging regions. Their contribution is often highlighted by official narratives and media reports, and their endeavor appears crucial in daily operations of these festivals. However, who are these volunteers actually? What do they do? Why are they willing to contribute their free labor for art festivals? More importantly, how does such free labor in art festivals relate to the state's power? Based on the author's participant observation and interviews centered on Setouchi Triennale since 2013 but also other similar festivals such as Echigo-Tsumari, this paper provides an ethnographic overview of these volunteer groups, the members, and their activities. Drawing the concept of "volunteer subjectivity," this paper analyses how the interpretations of their participation vary across stakeholders and among volunteers themselves, and examine the negotiation between the state and individual agents amidst the prevalence of art volunteerism and tourism in Japan.

TUCKER Hazel (University of Otago)

Title: *Reflecting on Working in Troubled Times*

‘There’s a fine line between acknowledging the extent and seriousness of the troubles and succumbing to abstract futurism and its affects of sublime despair’ (Donna Haraway, 2016). In this paper, I’ll pursue reflection and self-critique regarding our responsibilities, and our response-abilities, in relation to world/mood-making in critical tourism studies. Firstly, I urge reflection on our propensity to (un)critically contribute to the immanent sense of being ‘in increasingly troubled times’, or even more overt, ‘in the midst of disaster and ruin’. Whilst such sentiments currently gain considerable traction, it may be prudent to pause and reflect on what it means to work from a feeling that we are ‘in the midst of disaster and ruin’. For example, are we sometimes tempted to engage in what Ashcroft (2007) refers to as ‘the fantasy of un-happening’? And do we at times get caught up in making, perhaps overly simple, moral judgements, or get caught in the urge to come up with overly simple ‘solutions’. In other words, how might the prevailing feeling of being in increasingly troubled times affect our knowledge production? Moreover, what does it mean to work from a premise that the troubles of our times may be unresolvable, and conversely, what does it mean to work from a position that tourism ‘problems’ are fixable? Through such questioning I aim to prompt reflection on what it means to tread the fine line alluded to by Haraway, above, in our work as critical tourism studies scholars.

UNTONG Akarapong (Maejo University), **Kansinee Guntawongwan** (Chiang Mai University) & **Vicente Ramos** (University of the Balearic Islands)

Title: *Which Element Explain Residents' Support for Community-Based Tourism? A Case Study of Koh Yao Noi Community, Thailand*

This study aims to investigate the magnitude of the effect of factors influencing the residents’ support for community-based tourism (CBT) development. The social exchange theory was applied with information obtained from literature review to develop residents support for CBT development model and used the structural equation model to analyze the data obtained from the interviews with 246 residents living in Koh Yao Noi community. The model consists of three exogenous latent variables (perception of CBT development, obtaining the personal benefits, and roles on CBT development) and five endogenous latent variables (perceived benefits of tourism, perceived negative effects of tourism, trust in local government to tourism development, satisfaction with the quality of life, and residents’ support for CBT development).

The results of the study indicated that the role towards CBT development was a factor that had the highest total effect on residents’ support followed by satisfaction with the quality of life and perception of CBT development respectively while obtaining the personal benefits had the lowest total effect on residents’ support. These results showed that to encourage residents’ support to the CBT development in their community, policymakers and relevant agencies should pay more attention to increasing the roles of residents in CBT development. In particular, giving opportunities for residents to provide the suggestions on CBT development policies as well as take care and maintenance tourism destinations/ activities together. As well as, providing information that makes residents have an understanding of both the benefits and potential problems of CBT development.

UNTONG Akarapong (Maejo University), Kansinee Guntawongwan (Chiang Mai University) & Ariya Phaokrueng (University of Phayao)

Title: *Economic Returns of Community-Based Tourism's Management in Koh Yao Noi Community, Thailand*

This study aims to synthesize the community capitals that used to develop tourism and to evaluate economic returns of each activity related to CBT in Koh Yao Noi Island community. The preliminary study found that Koh Yao Noi CBT has three main driving factors, which are the outstanding natural capital, social capital and the supplementary support from both national and international awards. This CBT is organized by an informal community organization which has decentralized management and based on cooperation and a good relation between members as well as community participation and control. The results from the cost-benefit analysis showed that most activities related to tourism have a high proportion of operating costs while labor costs still one of the major operating costs. The net benefit that the activity owners receive come from two main elements, which consist of wage saving if they work by themselves and the operating profit. In addition, all activities related to tourism have a return on operating costs plus wage more than half of the revenue. Therefore, if activities related to tourism are not the main occupation, the villagers will receive economic returns that are worth the investment in that activity. Hence, the guidelines for tourism development by Koh Yao Noi community should be the same as the past. The government should allow the community to manage and control themselves. While future challenges are the increasing economic returns may lead to congestion and non-transparency in the distribution of benefits.

USUI Rie (Hiroshima University), Takahiro Kubo (National Institute for Environmental Studies) & Thomas E. Jones (Ritsumeikan Asia Pacific University)

Title: *A Meta-analytic Review of Wildlife Tourism Research: Longitudinal Trends in Theoretical Foundations*

The objectives of this study are: (1) to identify the trends in theoretical foundations adapted to the existing wildlife tourism research; and (2) to characterize the nature of the research under different theoretical foundations. By doing so, the study aims to suggest focal areas for future wildlife tourism research. A meta-analysis was used to systematically review wildlife tourism-related studies that have been published in tourism journals and are listed on Scimago Journal & Country Rank (SJR) were collected. The article search was conducted using three of the largest online databases and search engines: Google Scholar, Science Direct, and EBSCOHost. The keywords used for the search included “wildlife tourism,” “animal-based tourism,” “animal tourism,” “wildlife viewing” and “wildlife watching.” Articles that focused solely on consumptive wildlife tourism such as hunting and angling were excluded, as the outcome of its tourist-wildlife encounters typically results in the death of wildlife, which substantially differs from the goal of non-consumptive wildlife tourism. In total, 236 articles published between 1995 and 2019, were used for analysis. After examining the trend in the number of wildlife tourism research published over the last 25 years, we categorized the articles into five-year time periods. Content analysis was performed to examine the frequency of keywords in each time period with a particular focus on theoretical paradigms. Although there were only 28 publications between 1995 and 2005, this early stage of research positioned wildlife tourism within an ecotourism or sustainable tourism framework. While sustainable tourism and ecotourism continue to serve as popular theoretical paradigms in today’s wildlife tourism research, there appears to be some diversification in theories adopted to the research, especially in the last decade. These emerging theories include, but are not limited to, animal welfare, animal rights and ecofeminism theories.

VOROBJOVAS-PINTA Oskaras (Edith Cowan University), Faith Ong (University of Queensland) & Clifford Lewis (Charles Sturt University)

Title: *Towards the Social Sustainability of Events: Incorporating LGBTIQ+ Voices*

Research on event management has neglected the impact of events design on social environments – particularly their inclusivity (Finkel, 2010), focusing instead on their economic and environmental sustainability (Andersson & Lundberg, 2013). Events by their very nature are a lived phenomenon whose meaning is co-created through various symbols that inherently signal inclusion or exclusion of minority segments (Walters & Jepson, 2019). This being relevant for minority groups such as the lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ+) members of the community, whose sexual and gender identities position on the periphery of society (Vorobjovas-Pinta, 2018). Given the role of events in building community spirit, it is essential to ensure all members of a community feel able to participate in order to create a sense of belonging – keeping in mind 11% of the Australian population is believed to be of a diverse gender and sexual orientation (Australian Human Rights Commission, 2015). This research explores inclusivity within the design and management of events in Australia by applying the Social Movement Theory (SMT) – defined as ‘an organised effort by a significant number of people to change (or resist change in) some major aspects of society’ (Marshall, 1994, p. 489).

In-depth interviews were conducted with members of the Australian LGBTIQ+ community to explore their perceptions of inclusivity and exclusivity at local community events. The aim of these interviews was to uncover how inclusivity was determined before the event (influencing decisions to attend or not attend), and evaluated during the event (influencing belonging at the event, and the decision to stay or re-attend).

This paper contributes to the literature on event management by examining how social environments at events can be more inclusive of the often-marginalised LGBTIQ+ community. In addition, this research contributes to SMT and the practice of event management by identifying strategies to encourage attendance and amplify a broader acceptance of LGBTIQ+ community in Australia. Recommendations are put forwards to narrow the gap of exclusivity with the aim of strengthening the social movement.

WENGEL Yana (Hainan University - Arizona State University International Tourism College, Hainan University) & Michal Apollo (Pedagogical University of Cracow)

Title: *The evolution of mountaineering tourists*

Since its inception in the 20th century, mountaineering in high altitude represents increasingly popular activity related to adventure tourism. Regardless of high risks and costs of high altitude mountaineering expeditions, mountaineers' numbers progressively increase. Yet, despite a significant amount of research on mountaineering, there has been little understanding of who are the modern mountaineers and how do they experience climbing in a ‘danger zone’. To address this gap, our research aims to develop an understanding of modern mountaineers and their lived experiences in Aconcagua Provincial Park (Argentina). By adopting an emic approach, using (auto)ethnography and interviewing, we collected the data from 19 participants, including mountaineers, expedition companies staff, rangers, doctors and rescue team. Based on thematic analysis underpinned by interpretive phenomenological

analysis we propose three categories of modern mountaineers. As such, we categorise modern mountaineers as 1) true mountaineers, 2) semi-professional mountaineers and 3) mountain tourists.

WEARNE Simon (Wakayama University)

Title: *A Time To Care*

Japan's Whaling continues to cause discomfort both for Japan and for countries where anti-whaling sentiment is strong. Activism against whaling has done little to temper Japan's intent to continue hunting. The opportunity to communicate exists for these same countries which in Tourism, Trade, Technology and Resources are firm and positive partners but seem unable to reach understanding about whaling. A cinematographer becomes a Participatory Action Researcher finding a truth while hybridizing practice. Documentary photography is used extensively but includes few moving images. Diane Arbus says: "...photography tends to deal with facts whereas film tends to deal with fiction." Research has uncovered engaging stories, in the history of all parties to the argument, and represents an attempt to describe accurately and reflectively how our histories are not dissimilar. Historically significant whaling locations and objects allow interpretive experience to willing observers and a 'last chance' to engage moving and motivating stories of sustainable practice and significant industrial heritage. Tangible history is rapidly disappearing in the push for new technologies which are expected to save us from an anthropocentric demise. From disparate sources, objects have been assembled and through patient research significant locations are revealed. Previously 'invisible' to modern Japan they become important elements of connection and relevance to a sustainability narrative. Years of searching and fortunate timing in 'unfortunate circumstances' is rewarded. A building and three traditional boats. At 85 the fishing boss is happy to hand it on to someone who cares. It is 'A Time To Care' - as Chris Bell's book of wilderness photographs called to us in 1983. Henri Cartier Bressant said "... we have to evoke a situation, a truth." "you must be supported by a community; living takes time, roots form slowly..." It takes time to care. It is time to care.

WILLSON Greg (Edith Cowan University)

Title: *Terminal illness and tourism: The journey towards peace in times of need.*

Tourism is widely regarded as a facilitator of peace – tourism experiences can build understanding, respect, and tolerance between people of diverse nations, values, culture and religions. Tourism is also widely regarded as contributing to the mental well-being of individuals; tourism experiences can be imbued with deep personal meaning, can be healing and cathartic. Despite this, there is a lack of scholarly insight exploring how tourism can bring peace to people who have been diagnosed with a terminal illness. A diagnosis is often a traumatic and highly stressful life event for individuals and their loved ones; the unfavourable prognosis can lead individuals to seek solace, comfort, and to leave a legacy of memories with their loved ones. This paper has two aims. Firstly, it explores the contributions of scholarly research into terminal illness and tourism and posits a series of gaps in knowledge that require scholarly attention. Secondly, through website analysis of tourism providers that focus exclusively on the provision of experiences for individuals with a terminal illness, the paper considers how travel is marketed to these individuals. Further, through analysis of testimonials written by individuals with terminal illness and/or their families or carers, this paper considers the nature of experiences that are most meaningful to individuals with a terminal illness. Results illustrate that tourism has an important role in helping individuals with terminal illness find peace through facilitating the creation of positive memories, wish fulfilment, and shared experiences with an individual's loved ones.

YAJUAN Shuai (Hiroshima University)

Title: *The role of farm-inn owners and government in sustainable rural tourism in Yuanjiacun, Shanxi, China*

Recently, with the improvement of rural environment and living standards, farmhouse touring represents rural tourism in China has become popular (Ma,2007). The government plays an important role in the development of rural tourism, and hopes to solve issues like low agricultural productivity, deterioration of rural villages and the poverty problems in rural areas (Nin,2015; Tang,2016). Local residents run restaurants, accommodations (farm inns) and shops to sell agricultural products. Those facilities play an important role in the local economy, but also offer a place for exchange between rural and urban residents (Zhang,2018). Research on rural tourism in China so far focuses on the governments' lead, but also relies on the market, landscape and resources (Huang,2014), and the adoption of culture in rural areas and suburbs of city (Fu,2013; Zhang,2015). However, little research reports on the motivation, local communities and life histories of farm inn owners, and the relationship of owners and government. According to the rural tourism development and maturation of environmental, economic and cultural elements, it is crucial to aim for sustainable development for rural tourism. This paper takes rural tourism in Yuanjiacun of Shanxi Province in China, which started rural tourism very early and successful, as an example to analyze the role of government and farm inn owners who are leading the development. Through the questionnaires and interview surveys, we distinguished three indicators that will influence the further development of sustainable rural tourism. These are (1) rural tourism awareness, (2) satisfaction of management (supply side) or work (personal), and (3) connection with local government. We conclude, first, the development depends on cooperation between local leaders and residents. Second, with high satisfaction of management and awareness of rural tourism, they are also expecting the joining of young power and new knowledge of rural tourism.

YAKUSHIJI Hiroyuki (Nara Prefectural University)

Title: *The Aesthetic Perceptions amongst Japanese Orphanage Volunteer Tour Participants in Cambodia*

Short-term packaged orphanage volunteer tours in Cambodia are increasingly popular with Japanese youth who lack nurturing skills and international experience. Their volunteering activities are cleaning, housekeeping, preparing for lunch and cleaning up after lunch, and teaching simple Japanese language, which does not require special knowledge and skills. Several academics and journalists criticise this as “pseudo-volunteering” and add that it does not contribute to the well-being of the children. This fact raises questions about the ethics of orphanage volunteer tourism. Moreover, one question here concerns how the tour participants perceive situations and conditions of the destination society of Cambodia. Consequently, this presentation aims to critically explore the nature of perceptions amongst Japanese orphanage volunteer tours participants in Cambodia. The research method was participant observation at three facilities that accept Japanese tours. The research found that their perceptions toward Cambodia can be explained by the concept of “small is beautiful” which was conceptualised by British economist E. F. Schumacher. This is the belief, perspective, or mindset that things on a smaller scale are more aesthetically pleasing than those on a larger scale. During the volunteering activities, they gradually gained a nostalgic, aesthetic and authentic sense of the simple life in Cambodia. Participants evaluated Cambodians' daily life because it operates within the limits of human abilities. On the other hand, they criticised life in the developed countries, including Japan, as too commercial, materialistic, and eco-unfriendly. Moreover, they encountered children who were naughty, cheerful and positive despite their unhappy history. This unexpected encounter forced the participants to reconsider the nature of happiness, which was emphasised as being tied to materialistic and monetary wealth. In conclusion, Japanese orphanage volunteer tour participants perceived the poverty in Cambodia aesthetically. This propensity drove them to get away from understanding the poverty issues in Cambodia.

YANATA Kaori (Wakayama University)

Title: *Work ethics of Monks: Monks as a Way of Life or as a Job?*

The Japan Times (2018, May 18) reported a case that a monk sued the temple he was employed at for mental breakdown as a result of (unpaid) overwork. The monk's lawyer commented that working at temples tends to be assumed as part of training, but fair work conditions and wage should be provided.

Tourism clearly brings additional work and pressure on the life of monks, where the job-training border is already blurry, and as a result, emphasizes the idea that being a monk is a job, rather than a way of life as traditionally expected. The concept of job naturally brings ideas such as workers' rights and condition, whereas a way of life is associated with selfless devotion and dedication. Today, religious sites become commoditized and commercialized as tourism destinations. While tourism's economic benefit is clear, researchers have critically examined its impacts on physical environment, intangible culture and visitor experience (Shackley, 2012). However, few research has examined the tourism impact on religious practitioners whose work now also includes tourism-related services (religious workers). The aim of the research is to examine the roles of religious workers today, and explore which work ethics they may apply to manage their work/practice when the sacred sites become tourist destinations. Specifically, how they negotiate the job-training division applying which work ethics (right-based or religious work ethics) is the focus of this investigation. To explore these questions, a case study of temple lodgings at a Buddhist site, Koyasan in Japan is selected. There are 52 temple lodgings, and most of them are open to non-religious guests, who may attend religious services, temple stay and Buddhist training experiences. Qualitative survey on religious workers is carried out at temple lodgings, which revealed multiple roles monks play at the lodgings and the continuous negotiations between expanding roles and work ethics.

YAMAGUCHI Makoto (Dokkyo University)

Title: *The Past as a Tourism Resource: Legacy, Heritage, and Memory in Contemporary Japan*

A storm of "legacy" struck Japan in 2013 soon after Tokyo was elected to host the 2020 Summer Olympics. The term "legacy" was introduced to the Olympic Charter in 2003 by the International Olympic Committee (IOC), and it fully bloomed at the 2012 Summer Olympics in London. Although the 2020 Tokyo games seem to inherit the "legacy" of Olympics, the people of Japan want to make it their own and designate it as the social slogan for their country after the games. In other words, as the Japanese people update the "heritage industry" to become the "legacy industry" in the 21st century, they regard tourism as the main engine to drive their society out of a long recession to a new stage as the "legacy society." Beyond traditional ways to speak about, display, and even consume the past through tourism, we now witness a new approach that uses "legacy tourism" to renew social imagination in Japan. This paper considers the manifestations and social meanings of "legacy" in the context of present-day Japan. It also compares the social functions of "legacy" to other terms such as "heritage" and "memory." We will see that the rhetoric of past as "legacy" is casting a new imagination of tourism, as "legacy tourism" has a different rhetoric from "heritage" and other tourism styles related to the past. By focusing on the process of rebuilding the New National Stadium in Tokyo, this paper will discuss how the people of Japan are discovering a new and efficient way to rebuild their past as a "fruitful" tourism resource.

YAMAMOTO Rika (Ritsumeikan University)

Title: *Changes to Tourism Space in Hiroshima Prefecture Brought About by the Establishment of the Yamato Museum*

The purpose of this presentation is to reveal the changes to tourism space in Hiroshima Prefecture brought about by the establishment of the Yamato Museum (the Kure Maritime Museum), in Kure City, Hiroshima Prefecture. The museum, which opened in 2005, primarily presents a history of shipbuilding technology in the city since the modern era. More specifically, the exhibition focuses on the construction and military activities of the Imperial Japanese Navy's gigantic battleship "Yamato." The museum has become extremely popular, which has drastically changed the tourism spaces in Hiroshima Prefecture.

This presentation reveals two spatial changes. The first change is in Hiroshima Prefecture, concerning the relationship between Hiroshima and Kure City. Hiroshima City had been the most famous peace site in Japan, while Kure had been known solely as a military base of the Japan Maritime Self-Defense Force. After the establishment of the Yamato Museum, Kure City has come to be known as a popular tourist site. Now, a lot of tourists visit not only Hiroshima's monuments to peace but also Kure's naval historical sites. The second change is inside Kure City. After the establishment of the naval port in the modern era, the central area of Kure City was divided into two districts by a railway line; the southern area near the port was a naval base and the northern area was a residential district. The Yamato Museum was constructed with a big shopping center in the southern area that had been the naval district. As a result, the southern district has grown into a thriving area for shopping and entertainment, whereas the traditional northern downtown area has gone into decline. In conclusion, the Yamato Museum has not only brought about a big spatial change in Hiroshima Prefecture, but may also have brought about changes in the Japanese mindset that was inclined to hate the glorification of militarism after World War II.

YANG Elaine (Griffith University)

Title: *Moving from hashtagging #MeToo to hashtag feminism: Rethinking the responsibility of hotels for female guest safety*

Female travel safety has been repeatedly discussed in academic research, industry reports and social media. Despite the significance of social media campaigns (e.g., #MeToo) to female travel safety, limited research has investigated the meanings and impacts of digital movements in mobilising changes in the tourism and hospitality industry. This presentation will address the gap by engaging hashtag feminism to identify the extent to which female travel safety is featured in the #MeToo movement and whether the movement has generated meaningful outcomes in addressing the safety issue of female travellers. The presentation is based on an exploratory qualitative study of social media posts related to female travel safety within the #MeToo movement. The presentation will focus on one of the key findings emerged from the study, which is the sexualised imagination of hotel space that renders female guests at risk and at fault of sexual violence. The social media posts revealed gender-based violence in business travel where women were invited by managers or co-workers to meet in hotel rooms, which developed into events of unwanted advances and assaults. Other posts reported assaults of female guests by hotel workers. However, there were posts that opined that rape in hotel rooms should be decriminalised because victims should not accept meeting invitation in hotel rooms, check-in alone or consume alcohol in the first place. The presentation will unpack the sexualised and transgressive nature of hotel space, and question if hotels should take the responsibility for the safety of their female guests and not condone any forms of sexual violence within their compound. The discussion has an activist agenda, which is to mobilise meaningful changes towards a safer tourism space for women, or in other words, to move from hashtagging to doing hashtag feminism.

YASUDA Shin (Takasaki City University of Economics)

Title: *The Emergence of Local Resilience in the Age of War: Crisis and Recovery of Syrian Community-based Tourism in Digital Sphere*

Since 2011, the political crisis in Syria has nearly destroyed tourism activities in the country. The Syrian tourism industry has suffered a dramatic decline in its number of tourists and the resulting revenue, and its stakeholders have not taken effective action to address the issue. Because the country's historic sites like Palmyra and Aleppo were demolished, various cultural heritages and natural resources, which constituted core elements of the country's tourism resources, are no longer included its tourism activities. Moreover, the local communities, which had previously sustained the tourism resources, have been destroyed through the disaggregation of people both within and outside of the country. Meanwhile, some voluntary members and organisations in the local communities throughout Syria have begun to organise and promote local tourism activities in the digital realm. Alongside the rapid expansion of SNS that has occurred in Syria since 2011, this new form of community-based tourism activities has received positive reactions and active commitment in an era of political crisis. Although most of these tourism activities have been conducted without the participation of foreign tourists, the activities serve as an anchor for community members. The Syrian Ministry of Tourism has been heavily dependent on these voluntary activities during the era of crisis and recovery, and has actively promoted them in the digital realm. Although this form of community-based tourism has allowed the local community to develop a new kind of resilience in the current era of political crisis, most existing studies do not focus on the activities that have prompted its development. Therefore, this paper explores the local resilience that has developed due to this new form of community-based tourism in Syria by conducting empirical case study which analyses of the country's social context and the social impact on the community in the crisis era.

YOSHIDA Michiyo (Wakayama University), Natsuki Owase (Wakayama University), Muku Shibata, Satomi Takamiya, & Yukana Yamada (Wakayama University)

Title: *Military operations for love and peace?: Tourism promotion of a war heritage site and museum in Japan*

In recent times, influenced by novels and movies, military museums at war heritage sites related to World War II have become popular tourist attractions in Japan. While, traditionally, well-known museums at war heritage sites focus on civilian war victims, as seen in Hiroshima Peace Museum, the newly popular military museums at war heritage sites focus on soldiers and military operations. As a case of the latter type, we chose Kaiten Memorial Museum in Ozushima (a part of Shunan City), the island of a former naval base for launching attacks by manned torpedo named 'Kaiten', and explored how soldiers and their military operations were represented by the museum. We also researched on the Shunan Tourism Convention Association focusing on its project of promoting Ozushima by highlighting the island's military past. The data was collected in 2019 by observing the museum exhibition of the museum, interviewing its staff and searching the Internet for the Association's activities. The results of our research suggest that the museum presents the soldiers' suicide attacks as a tragedy as well as acts of patriotism, love for their family, and courageous acceptance of their death to protect Japan. According to the comments written by visitors to the museum, such a representation seems to cause feelings of appreciation for the soldiers' dedication to the country rather than criticisms with these operations. The Shunan Tourism Convention Association also presents that the suicide attacks were the soldiers' heroic acts for love and peace, and that Japan owes its current peace to these sacrifices. This study concludes that such an interpretation of the acts of soldiers and military operations is deeply problematic as it contributes to justifying the government's suicide attack strategy and the deaths of soldiers, and accepting the current controversial state policy to join a war.

YOSHIDA Michiyo (Wakayama University)

Title: *The media-induced tourism of female history fans: Connecting virtual and 'real' worlds*

Since the 2000s, young female history fans called rekijo have received social and scholarly attention. These women are induced to travel to heritage sites by cartoons, comics, novels, movies, and digital games where characters are modeled on real historic figures. These characters are transformed to attractive persons in appearance barely reflecting the actual portraits of the originals. This digital market is expanding through the strategy of the cross-media serialization and circulation of entertainment franchises. Musical performance of the game characters by actors became the part of these franchises in order to satisfy the demands of female fans for materialization of the virtual world created in the media. The heritage industry also came to produce services and products targeted at rekijo. Studying this phenomenon would greatly contribute to widening the discussion on a heritage tourism in relation to the media, but has yet to be fully researched in the Japanese context. To contribute to filling this gap the paper examines the role of the virtual characters in promoting heritage tourism, focusing on Touken Ranbu (Sword performance), an online historical game, popular among young women. The data was collected mainly through the game on the Internet, musical videos, and movie and fan books and by observing the audiences at movie theaters and visitors at heritage sites related to this game. The results suggest that female fans of the game have romantic feelings with virtual characters and approach to them through physical and materialized experiences. Visiting heritage sites is part of such physical experience that gives female fans the sense of connecting with the virtual characters as real.

ZILBERG Jonathan (University of Illinois Urbana-Champaign)

Title: *On the Museum Istiqlal's (the Indonesian National Islamic Museum) Potential for a Critical Role in Enhancing a Plural Muslim Social Imagination via Domestic Heritage Tourism*

This paper revisits a past applied research project which proposed that through domestic heritage tourism and digital educational outreach the Museum Istiqlal (MI) could hypothetically have been used to more effectively enhance religious tolerance in an era in which there has been a dramatic rise in religious intolerance in the public sphere. Based on previous published work and open access image based data produced by the author on the content of the museum, and highlighting the challenges facing the museum, the presentation will illustrate the powerful way in which the MI has provided a historical record of a plural Islamic heritage. It argues that precisely because of rising cultural and social tension that this museum had and still has a potentially special role to play if it was used as a context for promoting diversity and tolerance by the Ministries of Religion and Education and Culture. It will visually demonstrate how the museum could stimulate domestic heritage tourism by coupling on-line museum education programs with the national curriculum through digital humanities initiatives. However, it concludes with a deeply sanguine analysis given the religious political climate which critically constrains any such liberal agenda.

ZOLLET Simona (Hiroshima University) & Meng Qu (Hiroshima University)

Title: *Lifestyle migrants for the Revitalization of Marginal Island Communities in the Seto Inland Sea of Japan*

This study focuses on domestic urban-to-rural lifestyle migration to the islands of the Seto Inland Sea, Japan, from the perspective of island community revitalization. Considering the widespread depopulation issues in marginal and remote islands of Japan and beyond, attracting in-migrants is considered by policymakers to be a promising way of repopulating shrinking communities. There is increasing evidence that many newcomers are choosing to move to smaller and/or more remote rural locations, including islands, for lifestyle reasons, the so-called 'lifestyle migrants'. As one of the main issues of small islands is the lack of locally available jobs, a key to the success of these migrants is the capacity to establish independent businesses, or to be pluriactive in order to sustain their lifestyle. This study focuses on a variety of urban-to-rural lifestyle migrants

who established small independent businesses on eleven islands of the Seto Inland Sea, and particularly those engaged in tourism, creative industries (the ‘creative class’) and organic farming. It explores the motivations, challenges and opportunities associated with living and establishing small businesses in island communities, and examines the multifunctional and hybrid lifestyle patterns of lifestyle in-migrants. Such lifestyles go beyond conventional patterns of living and intersect many fundamental themes of the current age, such as environmental and social sustainability, degrowth, and more generally, new and potentially innovative ways of inhabiting marginal areas. The findings may therefore contribute to addressing the multifaceted characteristics of lifestyle migration to small and marginal islands and their implications for wider processes of revitalization from a sustainability perspective.

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