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## C.17: Tourism, Leisure and Global Change

# Tourism geographies looking forward: a critical review of (no)changes in times of uncertainty

Chairs: Josep A. Ivars-Baidal, Anna Torres-Delgado, Carmen Hidalgo-Giralt, Francisco Femenia-Serra

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- Fully Abstract compilation -

27-28/08/2024

## **C.17: Tourism, Leisure and Global Change: Tourism geographies looking forward: a critical review of (no)changes in times of uncertainty 1**

08:30 - 10:00 Tuesday, 27th August, 2024

Business School QG13

Commission C.17: Tourism, Leisure and Global Change

Presentation type Oral Presentation

Chairperson Josep A. Ivars-Baidal

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08:30 - 08:45

### **03.018 From overtourism to overall-mobility: Barcelona's city users**

Konstantina Zerva, José Antonio Donaire Benito

Universitat de Girona, Girona, Spain

#### **Abstract**

Cities are places where people from many nations and cultures have met and settled together. Cities' high density of social, cultural, business offerings, everyday services, and other amenities not intended for tourists draw tourists as well as a wide range of city users, who frame their urban experience. Recent literature focuses on the shift in urban tourist experience from 'having' a holiday through 'doing' activities to 'becoming' a local, by experiencing a part of daily life. Yet, there is a debate on the 'touristification of everyday life', where middle- and upper-class urban dwellers display attitudes and behaviors that are virtually undistinguishable from those of visitors. Globalization and technological advancements have drastically altered modern society's mobility patterns, blurring the lines between tourism and everyday life, work and leisure, and "hosts" and "guests". With the New Mobilities Paradigm, this paper moves away from this static view of tourism to question whether overtourism is a fair representation of perceived mobility excessiveness. Barcelona was chosen as a study area, focusing on incoming city users to reflect the variety of people who contribute to mobility flows beyond those residents already have. Statistical data, including tracking data gathered from mobile phone users within the city, have been analyzed to determine the number of incoming users to Barcelona at some point during the day in 2019. Tourism results as only a small percentage of the different city users entering Barcelona every day, questioning the debate on overtourism and directing it towards overall-mobility.

08:45 - 09:00

### **03.019 Overtourism – tourist destinations in Japan after the COVID-19 pandemic**

Takamitsu Jimura

Musashi University, Tokyo, Japan

#### **Abstract**

Once, Japan was well-known as a tourist-generating country; however, the country has enjoyed inbound tourism boom since around 2013-2014 partly thanks to its Visit Japan Campaign. Nowadays, consequently, Japan is also seen as major tourist-destination country. Since 2023, after various travel restrictions were lifted, international tourists have quickly started visiting Japan. In fact, visitor numbers at visitor attractions and tourist destination popular amongst international tourists seem to be larger than those before the pandemic. Moreover, the levels of crowds and traffic congestion have also become worse compared to the pre-pandemic time.

This situation has given diverse economic, socio-cultural, and environmental impacts on local communities as well as visitor attractions and tourist destinations. Of these, this study focuses on socio-cultural impacts of overtourism on the above-stated key stakeholders on the host-side of tourism in Japan. First, the study investigates the current situation of tourism using primary and secondary data. The former was collected through participant observation in tourist honeypots across Japan, especially Tokyo and Kyoto. The secondary data includes statistical data provided by the credible sources, the information available on official websites of the key stakeholders on the host-side of tourism, and the documents the author collected on site. These data were analysed manually mainly in a qualitative manner. According to the results, overtourism is already prominent at famous tourist destinations, but local communities' negative views towards tourists have not developed into

collective anti-tourist actions or movements. Overall, tourist destinations try to mitigate negative socio-cultural impacts of overtourism through de-marketing strategies.

09:00 - 09:15

### **03.020 Small town tourist bubble. Mediating residential quality and tourist demand in an established destination**

Claus T. Müller<sup>1</sup>, Allegra C. Baumann<sup>2</sup>

<sup>1</sup>Technische Universität Berlin, Berlin, Germany. <sup>2</sup>Technische Universität Darmstadt, Darmstadt, Germany

#### **Abstract**

The German small town Rudesheim in the Rhine valley has a long tourist tradition, as one of the centres of Rhine romanticism it attracted international visitors from the beginning of the 19th century on. The Niederwald memorial, as well as the local wine production drew further tourists to the town, especially with the emergence mass tourism in the post-war period. Today Rudesheim is a destination for river cruises, stag dos and wine-themed hiking tours.

Phenomena, that have been discussed as overtourism in recent years are therefore nothing new to this small town, although there is little evidence for conflict between locals and tourists, or proponents of tourism.

Based on stakeholder interviews, statistical data, as well as the analysis of local policy and media, we argue that the old town of Rudesheim has been transformed into a tourist bubble, which is rarely frequented by local residents, allowing it to be staged as a disneyfied showcase for German traditions as well as local food and, especially alcoholic, beverages. Business in the narrow alleyways of the old town, is also heavily dependent on the different temporal rhythms of tourism, not only the typical tourist seasons, but also the schedule of river cruise ships.

The spheres of tourists and locals in Rudesheim are therefore spatially, as well as temporally separated, what leaves little room for contact, but also for conflict.

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10:30 - 12:00 Tuesday, 27th August, 2024  
Business School QG13  
Commission C.17: Tourism, Leisure and Global Change  
Presentation type Oral Presentation  
Chairperson Josep A. Ivars-Baidal

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10:30 - 10:45

### 03.119 Transformational job-policies as pathways to a degrowth future in tourism? Understanding the workers' perspective

Moritz Langer<sup>1</sup>, Sebastian Amrhein<sup>2</sup>

<sup>1</sup>University of Munich, Munich, Germany. <sup>2</sup>Rhine-Waal University of Applied Sciences, Kleve, Germany

#### Abstract

The COVID-19 pandemic highlighted that it will only be possible to move towards a sustainable transformation in tourism, if path dependencies rooted in neoliberal growth-oriented economies are addressed. A central transformative component is the labour market and the decoupling of work from the pursuit of economic growth. The aim of this study is to contribute to the tourism degrowth debate by elucidating the often neglected perspective of workers concerning their situation on the labour market and the resulting demands regarding policies for change. For this purpose, a focus group with nine tourism workers from Barcelona allowed to analyse their current situation and explore to what extent different popular policy proposals would empower them and thus have path creating potential towards a sustainable transformation of the tourism industry. The policies analysed are being debated in progressive agendas and proposed by degrowth thinking: universal basic income, working time reduction, economic democracy, job guarantee. The results outline that the workers find themselves in an exploitative system rooted in neo-colonial capitalist practice, which reproduces the precarisation of predominantly female and migrant labour even more since the beginning of the COVID-19 pandemic. To improve the situation on the labour market, workers endorse all of the discussed policy programs, but clearly favour bottom-up initiatives for empowerment such as a strengthened system of economic democracy.

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10:45 - 11:00

### 03.120 The new nature-based tourism policies in the Valencian Region. Turning point or the same old story?

Margarita Capdepón Frías, Paz Such Climent  
University of Alicante, Alicante, Spain

#### Abstract

After the recent change of government in the Valencian Autonomous Region in July 2023, certain movements are taking place, both in environmental and tourism policies, that should be considered. Especially within a framework of gradual post-pandemic recovery and the apparent increase of nature-based tourism in Spain (Lora-Bravo & Foronda-Robles, 2022; Moreno, 2022; Fernández, 2023). The new regional administration with environmental responsibilities has proposed the promotion of this tourism segment, the exploitation of natural parks and the increase of visitors to them. The government understands that they are places for environmental awareness and tools to combat depopulation, especially in rural areas. It has also announced a plan to review natural parks' regulations, although nothing has been specified in this respect for the moment. On the other hand, the new tourism administration has just approved a law to regulate active tourism and ecotourism as growing sectors in the region.

The main purpose is to monitor the set of nature-based tourism policies developed recently by the Valencian Government. It also aims to make a critical analysis of the current situation of the natural parks, with special attention to their public use. The work is based on a review of academic literature and official and institutional documentation as well as the conservation and management plans of the natural parks. Also, in-depth interviews with stakeholders are proposed (policy-makers, natural parks authorities, representatives of the private sector, conservationists and ecologists, among others) to have a direct and complete information from the main actors involved in this issue.

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11:00 - 11:15

### 03.121 Contraction and Convergence for Tourism Degrowth

Macià Blázquez-Salom<sup>1</sup>, Ivan Murray<sup>1</sup>, Robert Fletcher<sup>2</sup>, Ernest Cañada<sup>1</sup>, Asunción Blanco-Romero<sup>3</sup>, Filka Sekulova<sup>4</sup>

<sup>1</sup>Universitat de les Illes Balears, Palma (Mallorca), Spain. <sup>2</sup>Wageningen University and Research, Wageningen, Netherlands. <sup>3</sup>Universitat Autònoma de Barcelona, Barcelona, Spain. <sup>4</sup>Universitat Oberta de Catalunya, Barcelona, Spain

#### Abstract

The tourism industry, governed by the logics of capital, entails contradictions inherent in capitalism, such as the biophysical finitude manifested in the climate emergency. The proposal of tourism degrowth addresses the unviability of capitalism by proposing planned contraction and convergence, focusing specifically on the consensual and intentional reduction and equitable redistribution of per capita materials and energy throughput (Murray, et al., 2023).

promote the empowerment of the working class, democracy, the decommodification of leisure, the reproduction of life, conviviality, and the practice of proximity; 3) promoting emancipatory tourism, offer opportunities for post-capitalist economic and social reorganization, enhance economic diversification, and the collectively appropriation of its profits. Our research seeks to provide evidence through case study diagnosis.

## References

Blanco-Romero, A.; Blázquez-Salom, M. & Fletcher, R. (2023) "Fair vs. fake touristic degrowth", *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2023.2248578>

Murray, I.; Fletcher, R.; Blázquez-Salm, M.; Sekulova, F.; Blanco-Romero, A. & Cañada, E. (2023) "Tourism and Degrowth". *Tourism Geographies*. <https://doi.org/10.1080/14616688.2023.2293956>

11:15 - 11:30

## 03.122 Contemporary trends of beach resorts' development in Poland. Model approach

Małgorzata Durydiwka

University of Warsaw, Faculty of Geography and Regional Studies, Warsaw, Poland

### Abstract

The seaside region is one of the most popular tourist area in Poland. This is evidenced by the values of indicators of tourist functions. The increasing number of tourists makes it necessary to expand and modernise the tourist facilities, especially the accommodation facilities which is most visible in the space of the resorts. The aim of this lecture is to present the contemporary trends of beach resorts' development in Poland in model approach.

Research carried out in recent years based on an inventory of accommodation facilities in selected localities, as well as on analysis of statistical data, allows to distinguish following main trends in the spatial development of seaside localities in Poland:

- the coastal belt is being built up with accommodation facilities, often at the expense of forest area
- free spaces of resorts area are being filled with elements of accommodation facilities
- new facilities are being built along the border of the resort away from the beach
- new buildings are characterised by increased cubic capacity and unification of architectural forms.

An illustration of these changes is a graphic model referring conceptually to, among others, the research of R.A. Smith (1991) and S. Williams (2000).

Presented changes have not only urban consequences, such as increasing the building density and dominance of large objects in the space of the seaside resorts, but also environmental, social and economic ones. In the context of sustainability, many of these are not positive.

## References

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11:30 - 11:45

### 03.123 Tourism and landscape in an era of change: critical cultural perspectives

Theano S. TERKENLI

University of the Aegean, Lesvos, Greece

#### Abstract

This paper engages in a critical assessment of the role, significance and prospects of landscape for tourism and vice versa, in the currently evolving crises-ridden era of change. The study delves into the prospects, pitfalls and potential of/ for landscape as heritage and as a context of sustainable human life, in post-pandemic tourism.

Post-pandemic global tourism shifts have a strong bearing on the landscape; it is also increasingly evident that, in this emerging era of change, the landscape holds a significant place, role and purpose in spatial and tourism stewardship and decision-making. In this regard, the landscape (cause) is caught in a bind between, on the one hand, ascertaining its long-standing role and value in 21st century societies and human lives and, on the other hand, addressing the challenges and fulfilling the opportunities proffered by a changing, crisis-laden world. Its cultural constitution and articulation mitigates, enables and effects landscape's relevance and value in heritage stewardship, but 'culture' applies to and connotes far more than 'heritage'.

How to address and tend to heritage in landscapes of tourism and to tourist landscapes as heritage? How to reconcile 'culture' with 'heritage' in landscapes of tourism? How does tourism/recreation reconcile landscape with cultural consumption and management? And how are all of these processes being reconfigured in a world of crises? These are some of the questions posed by the paper, which attempts to provide a framework for their discussion and understanding, in the context of current landscape, tourism, culture, heritage and sustainability discourses.



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Presentation type Oral Presentation

Chairperson Josep A. Ivars-Baidal

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14:00 - 14:15

### **03.227 Unlocking the Benefits of Tourism Resilience: Cross-Scale Governance of Socio-Ecological Systems**

Isabel Paulino<sup>1,2</sup>, Ana Pastor<sup>2</sup>, Antonio P Russo<sup>2</sup>

<sup>1</sup>Girona University, Girona, Spain. <sup>2</sup>Rovira i Virgili University, Vila-Seca, Spain

#### **Abstract**

Tourism constitutes a complex phenomenon that intertwines diverse elements, both tourist and non-tourist in nature, operating across different scales. In this context, tourism grapples not only with a myriad of vulnerabilities and changes emanating from disparate scopes and scales but also potentially contributes to the increase in panarchic dynamics of changes in the socio-ecological system to which it pertains. Nevertheless, most research on tourism resilience predominantly concentrates on business and economic dimensions, exhibiting a conspicuous oversight of the ecological, political, and community-related dimensions inherent to tourism destinations.

Given the non-universal applicability of resilient responses, the prevailing economic-centric resilience paradigm may accrue benefits solely to the tourism businesses, without a comprehensive assessment of its implications for other constituents within the socio-ecological framework. Indeed, each component of the system may experience disparate impacts in the wake of disturbances. This means that the ability of one element to adapt to a change may be disclosed to the detriment of others.

Against this backdrop, there arises an imperative to re-evaluate extant modes of governance and decision-making to confront impacts and vulnerabilities effectively. This study advocates for the establishment of a multi-scalar transdisciplinary governance framework, encompassing the perspectives of all socio-ecological agents at the destination level. The pivotal role of this framework extends beyond the mere evaluation of system management and a holistic consideration of the beneficiaries of responses to changes. Before implementing resilient strategies, the governance table should assess the potential ramifications of these decisions on diverse elements of the system and prioritize accordingly.

14:15 - 14:30

### **03.228 Rethinking tourism - examining the potential for a successful implementation of regenerative tourism on O'ahu, Hawai'i**

Annika Hanau

University of Wuppertal, Wuppertal, Germany

#### **Abstract**

The global economic recession triggered by the COVID-19 pandemic has highlighted the profound impact of the tourism industry on destinations and brought this realization to the attention of residents, economic and political stakeholders. Hawai'i, a destination dealing with the effects of overtourism pre-pandemic, saw a drop in tourist arrivals from previously 10.3 million to 2.7 million in 2020, resulting in an overall 10.8% economic decline, and unemployment reaching a historic 11.7%, the highest level in the last five decades. Post-pandemic, recovery has begun, with unemployment at 3.5% in 2022, arrivals at around 96%, and GDP at 97% of 2019 levels. Thus, a full return to pre-pandemic conditions is to be expected.

The Hawai'i Tourism Authority's (HTA) Destination Management Action Plans (DMAP) 2021-2024 for O'ahu, the primary tourist island, considers tourists' changing needs alongside the industry's impact on the economy,



environment and residents. For the first time, regenerative tourism approaches are introduced, alongside specific actions and goals to be implemented by 2024.

The conducted study assesses the awareness of the DMAP, evaluates the goals in target, and the potential for successful implementation of regenerative tourism on O'ahu. Six in-depth interviews with experts and 65 online questionnaires aimed at locals were conducted and analyzed. Despite initial positive examples, major challenges emerged, including low public awareness of the DMAP, resentment towards perceived ignorant tourists, insufficient funding for businesses, and collaboration between key stakeholders - policymakers, business, locals, and the HTA - hindering the current successful implementation of the 2021-2024 DMAP.

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14:30 - 14:45

### **03.229 Sensory tourism in the northwest Iberian Peninsula. Analysis of the restaurant industry as an example of replication of mature tourism imaginaries and strategies.**

Breixo Martins<sup>1</sup>, Carlos Patiño<sup>1</sup>, Rubén Lois<sup>2</sup>

<sup>1</sup>University of Vigo, Vigo, Spain. <sup>2</sup>University of Santiago, Santiago de Compostela, Spain

#### **Abstract**

Gastronomy is an intrinsic element of the image of the territory of Galicia, due to the marked fishing and livestock character of the territory. This sensory tourism product holds great weight in motivating its demand and is ranked as the second reason for holidays to the region, behind only the landscape. This link has developed over decades to become a stereotype of the development of the contemporary tourism sector. The article will investigate the gastronomic imagery of Galicia from the beginning of the 20th century to the present. In this way, the background and use of gastronomy as a perceptive element for tourism promotion will be analysed. Undoubtedly, the Spanish tourism boom materialised in Galicia with the consecration of certain food resources such as high-quality white wine and seafood, promoted by large celebrations in which their consumption was extolled as the centre of the leisure experience. Subsequently, Galician cuisine has been distinguished by some typical dishes, the consumption of which is almost mandatory when visiting the region. The sector of restaurants and quality taverns has grown spectacularly. This momentum will be analysed through a combined quantitative and qualitative analysis. It will try to understand the map of the most awarded restaurants and the most emblematic dishes, and relate it to the great tourist destinations in the territory. The case studies will provide us with a series of results, which allow us to establish the link between the imagery associated with gastronomy and the situation of the general tourist offer.

14:45 - 15:00

### **03.230 The impact of introducing carbon footprint indicators when selecting target tourist markets**

Inmaculada Gallego<sup>1,2</sup>, Xavier Font<sup>3,4</sup>, Anna Torres-Delgado<sup>5,3</sup>

<sup>1</sup>University of Malaga, Malaga, Spain. <sup>2</sup>Empresa Pública Turismo y Deporte de Andalucía, Malaga, Spain.

<sup>3</sup>University of Surrey, Guildford, United Kingdom. <sup>4</sup>The Arctic University of Norway, Tromsø, Norway. <sup>5</sup>University of Barcelona, Barcelona, Spain

#### **Abstract**

We argue that governments' decisions to target certain tourist markets must consider both benefits and costs. We design a composite index methodology to assess economic benefits, using six classic indicators of market desirability (leadership, dynamism, seasonality, length of stay, expenditure and connectivity), which we

attractive than distant markets due to their low carbon footprints, despite shorter tourist stays or lower expenditures. Our methodology can inform government strategies to decarbonise while maintaining a clear market focus.

15:00 - 15:15

### 03.231 Green place branding and aeromobility dependency

Sara Góis, Eduardo Brito-Henriques

Centre for Geographical Studies, University of Lisbon, Lisbon, Portugal

#### Abstract

The exponential growth of tourism in recent decades has generated well-known negative externalities. Overtourism, coupled with the aggravation of the climate crisis, has increased the debate on the importance of promoting sustainable forms of tourism (Holden, Jamal and Burini, 2022). In response to these concerns, numerous tourist destinations are strategically aligning themselves with sustainability principles, undergoing transformations in their destination branding and promotional strategies (Andersson and James, 2018; Kalandides and Grésillon, 2021). Nevertheless, air transport, a major contributor to CO<sub>2</sub> emissions in the tourism sector, persists as the predominant mode of international tourism transportation, with countries continuing substantial investments in air transport infrastructures (Koçak, Ulucak and Ulucak, 2020; Hopkins *et al.*, 2023). This paper aims to highlight this ambiguity. We will critically explore a set of international destinations that are actively positioning themselves as sustainable or green destinations despite keeping on promoting and investing in air mobility. Going through various types of place marketing communication media, from DMO's official videos to sponsored contents in magazines such as Monocle, and tourism strategic plans, we demonstrate in this paper how images of sustainability and aeronautical dependence coexist and mix in discourses without their incoherence being questioned.

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## **C.17: Tourism, Leisure and Global Change: Tourism geographies looking forward: a critical review of (no)changes in times of uncertainty 4**

08:30 - 10:00 Wednesday, 28th August, 2024

Business School QG27

Commission C.17: Tourism, Leisure and Global Change

Presentation type Oral Presentation

Chairperson Josep A. Ivars-Baidal

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08:30 - 08:45

### **04.033 Geographies of postcovid tourism in Spain: adjustments and imbalances of the new dynamics in tourist areas**

Josep Ivars-Baidal<sup>1</sup>, Anna Torres-Delgado<sup>2</sup>, Carmen Hidalgo-Giralt<sup>3</sup>, Francisco Femenia-Serra<sup>4</sup>

<sup>1</sup>University of Alicante, Alicante, Spain. <sup>2</sup>University of Barcelona, Barcelona, Spain. <sup>3</sup>Autonomous University of Madrid, Madrid, Spain. <sup>4</sup>Complutense University of Madrid, Madrid, Spain

#### **Abstract**

Spain is among the most visited countries in the world, with the consequent ramifications of tourism over society, economy and territory. This paper conducts an analysis of the current situation of tourism in this country and in the three different geographical contexts: rural, urban, and coastal destinations. By delving into recent trends, this research identifies the undergoing changes in tourism activity and the response of policymakers to the new challenges emerged after the COVID-19 pandemic. This contribution expects to generate a more comprehensive understanding of how tourism in Spain is being reshaped from a geographical perspective. We do so by reviewing current and recent public policies, official statistics, implemented plans and programmes, and recent scientific production in the field of the geography of tourism. First, this research looks at the general context of Spanish tourism, paying particular attention to the new plans funded by the EU's NextGen funds. These funds are mainly being devoted to sustainability and digitalisation plans for destinations, but their outcome is yet to be determined. Then, this contribution focuses on the three geographical units and their recent problems. The main observed trends are: (i) the uncertainty about the future development of rural tourism after its rise during the pandemic; (ii) an increase in accommodation prices; (iii) a renewed interest and demand for urban destinations and the derived overtourism problems; and (iii) a recovery of the old problems and urgent challenges in coastal destinations, exacerbated by the increasing impact of climate change and derived natural hazards.

#### **References**

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08:45 - 09:00

#### **04.034 POSTCOVID TOURISM POLICIES IN URBAN DESTINATIONS: CONTINUITY OR CHANGE?**

María García Hernández, Sofía Mendoza de Miguel, Manuel de la Calle Vaquero  
Universidad Complutense de Madrid, Madrid, Spain

##### **Abstract**

Like other urban destinations, Spanish cities experienced a very strong growth in tourism after the Great Recession. This growth triggered a new cycle of touristification, with "airbnbisation" as a singular feature. Local political responses to this situation sometimes referred to as "overtourism", varied according to the degree of tourist pressure, the ideological position of the municipal authorities and/or the government area involved. The COVID-19 pandemic led to an unprecedented tourism scenario: from "zero tourism" and to an uneven recovery. Since tourism was particularly affected, it was the object of specific policies, with major financial support from the EU, advocated at a transformation of the tourism model to make it more resilient and sustainable.

Our research aims to analyse the tourism policies adopted by Spanish cities in the COVID and post-COVID period, to determine whether these policies respond to traditional pro-growth approaches or incorporate relevant actions favourable to containment, from approaches of sustainability or even degrowth. A compilation of documents on tourism policies, plans and measures has been carried out, complemented by the collection of news in the mass media and interviews with urban tourism managers. The information collected has been subjected to a discourse analysis using specific software. Preliminary results show a very striking contrast between the level of policy justification and the actual implementation of these policies, which points to a remarkable continuity. The concluding section will report on this situation, but above all, the reasons that favour this continuity and the limits to change will be presented.

09:00 - 09:15

#### **04.035 Learning from crises: Adaptation & Overcoming Strategies in French Rural Southwestern Region.**

Inmaculada Diaz-Soria<sup>1</sup>, Asunción Blanco-Romero<sup>1</sup>, Sébastien Rayssac<sup>2</sup>

<sup>1</sup>Universitat Autònoma de Barcelona, Barcelona, Spain. <sup>2</sup>Université de Toulouse-Jean Jaurès, Toulouse, France

##### **Abstract**

Tourism destinations manifest their own resilience capacity according to their internal dynamics, governance, social capital, local management capacity, internal and relational cohesion, among other factors. Moreover, tourism connects traveler generating regions, tourist transit regions and tourist destination regions, and contributes to a global culture. In this oral presentation, we argue that the individual traits of each territory as a tourist destination and the characteristics of its ecosystem of actors are key factors when reinforcing resilience since they condition the response capacity to adapt to or withstand changes.

The analysis focuses on a transregional area in southwestern France, where larger visitor flows during and since the pandemic have given rise to the need to adapt the existing management strategies. Qualitative methodology has been designed including content analysis of ten strategic documents and twelve interviews with key institutional and non-institutional agents. The content analysis has been conducted using AtlasTi qualitative data analysis software based on a list of predefined keywords.

Whereas the time horizon is not long enough to understand whether the lessons learnt have been temporary or whether they correspond to more profound changes to redefine the tourism activity, our results seem to indicate that changing situations as those generated by the pandemic can be considered as an opportunity for the local actors to identify aspects of improvement in their action as well as to increase their knowledge and skills, so the degree of resilience increases in both territorial and tourism terms.

## **C.17: Tourism, Leisure and Global Change: Tourism geographies looking forward: a critical review of (no)changes in times of uncertainty 5**

10:30 - 12:00 Wednesday, 28th August, 2024

Business School QG21

Commission C.17: Tourism, Leisure and Global Change

Presentation type Oral Presentation

Chairperson Josep A. Ivars-Baidal

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10:30 - 10:45

### **04.143 Digital nomads' choice of work location**

Malin Zillinger, Jan Henrik Nilsson  
Lund University, Helsingborg, Sweden

#### **Abstract**

The combination of increased work-life mobility and reduced boundaries between work and leisure activities is a growing global phenomenon. In this development, digital nomads constitute an elite segment with possibilities for a seemingly place-independent choice of workplace. Another term for this phenomenon is that of anywhere workers. The terminology says something about the assumed lack of importance of specific geographic locations for the choice of working environment. However, digital nomads do not choose *any place* of course but select one place over another.

We study co-working places in the Swedish region of Skåne and whether they are attractive for digital nomads. Skåne is a major Swedish tourist destination, important for both national and international tourists (ratio 1:3). We presume that semi-metropolitan regions like Skåne should be of interest for digital nomads, but we do not know yet – and neither does anybody else. What is claimed, time and again, is that digital nomads favour warm and cheap destinations. However, based on their attractiveness to different categories of visitors, more mundane regions may attract digital nomads and other distance workers as well.

Our empirical study is based on co-working places in Skåne: their spatial locations, how they are used by digital nomads and other remote workers, as well as the reasons behind their choice of work location. We aim to present an alternative view on place attractiveness for this group of travelers, and to problematise contemporary place related boundaries between leisure and work, using digital nomads as an example.

10:45 - 11:00

### **04.144 A preliminary study on the interaction mechanism between geographical imagination and tourist experience-taking the China's Hulunbeir grassland tourists as an example**

Yindong Wei, Rui Chai  
Inner Mongolia University, Hohhot, China

#### **Abstract**

Nowadays, with the progressive process of modernity, people are eager to travel to faraway places with geographical imagination, so as to break free from the constraints of reality, reacquire a sense of freedom and find oneself. Under this trend, grassland tourism is becoming an increasingly popular choice for tourists. Tourists construct their understanding of the local significance of grasslands through their geographical imagination of grasslands, and their tourist experience, as an actual on-site experience, constantly collides with their geographical imagination. There is a certain interaction mechanism between the two. This study conducted a preliminary exploration of the issue by collecting online travelogues and conducting grounded theoretical analysis. The study found that there is an interactive mechanism between geographical imagination and tourist experience: 1) The geographical imagination constructed by tourists includes both natural and humanistic levels. The formation

process of tourist geographical imagination is a cyclical and constantly revised process. 2) The tourist experience of grassland tourists mainly includes five aspects: aesthetic experience, compensation experience, cognitive experience, healing experience and free experience. 3) Geographical imagination arises before tourist experience and reinforces it, while tourist experience occurs after imagination and reconstructs it. Moreover, tourists record their geographical imagination and tourist experience in the text, which also constructs and enriches the geographical imagination at the level of experience acquisition.

11:00 - 11:15

#### **04.145 From traffic space to symbolic space:effect of symbolic landscape in urban subway on residents' place attachment**

Tiehong WU

College of History and Tourism Culture, of Inner Mongolia University, Hohhot, China

##### **Abstract**

The humanistic construction of urban subway is very important for a city. A city with a humanistic subway can improve the traffic environment, spread cultural connotations and continue the city's sense of memory. This paper takes the symbolic landscape of "Qingcheng Subway" in Hohhot, Inner Mongolia as the research object, and uses confirmative factor analysis and structural equation model to explore the relationship among residents' perception, symbolic effect and place attachment of the symbolic landscape of urban subway as symbolic space. The results show that the symbolic effect of subway symbol landscape is embodied in three dimensions: aesthetic experience, cultural resonance and behavior guidance. Residents' perception positively influences the symbolic effect, and the symbolic effect plays a significant mediating role between residents' perception and place attachment. "Residence time" has a positive influence on place identity, and "ride frequency" has a positive correlation with residents' perception, symbolic effect and place attachment. This paper deepens the study of semiotics, enriches and develops the local theories, and has certain reference value for better inheriting Chinese culture.