



2nd Tourism Postdisciplinarity Conference

FREEDOM.ART.POWER.

Copenhagen Business School

Copenhagen, June 22-24, 2015

Conference Proceedings



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Copenhagen 2015

Foreword



Following the noted success of the 1st international conference on postdisciplinary approaches to tourism studies (held in Neuchatel, Switzerland, 19-22 June, 2013), we are happy to welcome you to the 2nd Tourism Postdisciplinarity Conference.

Postdisciplinarity surpasses the boundaries of disciplinary thinking and opens up the possibility to question the established phenomena – touristic or otherwise – we take for granted. It does not claim that disciplinarity is essentially wrong, but it shows that disciplinary silos limit our capacity to make sense of the world and aims to make the subject of study less embedded in that system of thought. Postdisciplinarity is an epistemological endeavour that speaks of knowledge production and the ways in which the world of physical and social phenomena can be known. It is also an ontological discourse as it concerns what we call ‘tourism’. Postdisciplinarity, as we see it, is an invitation to various interpretations, critical analysis, and creative problem solving. It extends to questioning conventional norms and processes of knowledge production, as well as challenging the environments that confine the scope and limits of what is possible, relevant, desirable and even credible.

Freedom

Live dangerously! was Nietzsche’s exhortation to the lovers of knowledge. Postdisciplinarity is an invitation to think dangerously! and to create a space where we can rethink tourism beyond usual disciplinary conventions and delimiting genres. In these times of academic obsession with rankings and performance metrics, we aim to recover playfulness, regain freedom and independence, the joy of reconnecting our personal existence with our knowledge production and academic life. This is an invitation to follow your individual passion and take risks. There are multiple paths to achieve excellence and rigor in research. It is a call to recover the experimental and unconventional in our writings, our teaching and in our interpretations.

Art

Postdisciplinarity explores the interlinkages between art and knowledge production. The academic endeavour is one of making sense of the world around us to help building a better one. There is an epistemic territory that moves across and beyond disciplinary borders which is the art of sense making. In this conference we ask ourselves if the truths about humanity and the world are at times better and more accurately expressed through art than through our academic disciplines. What can we learn from art? How can art contribute to our research and education? We question the disciplinary silos, the genres and formal limitations through which academics are requested to express themselves. The passion for wanting to know about the world respects no boundaries. We want to explore the fluid interrelationship between artistic creativity and academic creativity.

Power

We operate within systems of disciplinary powers and in an era where knowledge is power. Habermas showed us how knowledge production is interest bound. While knowledge can be emancipatory, it is often used for domination and control. Foucault invited us to reflect upon which subjects do we turn into objects of knowledge and what are our techniques of domination, governance and discipline. In this conference we ask - Who do we serve with our knowledge? Who do we have at heart when producing tourism research? What are the consequences of disciplinary strictures? What do we want tourism education for? Postdisciplinarity invites us to question different voices in the research process and search for the silences and the absences in our academic systems. This conference is an invitation to engage with these questions and to reflect upon the dimensions of power and ethics, which are embedded in our knowledge production and our lives.



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Tomas Pernecky,	Senior Lecturer, Auckland University of Technology, New Zealand

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Tim Coles,	Professor, University of Exeter, United Kingdom

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Conference Programme

Day 1, Monday 22 June 2015

16:00	Meeting in the Radisson Blu Hotel lobby, Frederiksberg
16:15	Bus to Helsingør
17:30	Registration and Welcome Reception <i>Maritime Museum of Denmark</i>
18:00	Keynote: Camilla Mordhors
18:45	Guided tour of the Maritime Museum of Denmark
19:30	Dinner
21:00	An Evening Walk to the Historic Kronborg Castle
21:30	Bus back to the Radisson Blu Hotel



Day 2, Tuesday 23 June 2015

08:30	Registration
09:00	Opening Ceremony
09:20	Keynote: Kellee Caton and Keith Hollinshead
10:20	Tea/ Coffee break
10:40	Presentations (Stream 1)
12:00	Lunch
13:00	Debate: Advancing Tourism Knowledge in the Post Disciplinary Social Sciences <i>Tomas Pernecky and David Boterill.</i>
14:00	Presentations (Stream 2)
15:20	Tea/ Coffee break
15:40	Presentations (Stream 3)
17.00	(Voluntary) TEFI Dialogue (Finish 17:45)

Meeting points

- 18:30 meeting at Radisson lobby to go to Tivoli
- 19:00 meeting at Tivoli entrance

19:00 Dinner in Tivoli
Free entrance to Tivoli for conference participants.
Dinner at the delegate's expense. We have booked a table at Nimb Brasseri,
where TEFI will have dinner. Other delegates are welcome to join.

Day 3, Wednesday 24 June 2015

09:15 Keynote: Brian Wheeler
10:00 Tea/ Coffee break
10:20 Presentations (Stream 4)
12:00 Lunch
13:00 Presentations (Stream 5)
14:40 Tea/ Coffee break
Art installations by Can Seng Ooi, Mads Bødker & Keld Damm, Kaya Barry and
Kajsa G. Åberg
15:40 Presentations (Stream 6)
17:00 Free time

Meeting points

- 18:45 meeting at Radisson lobby to go to the restaurant
- 19:15 meeting at the restaurant

19:30 Gala Dinner
Restaurant Oliver and the Black Circus
Dancing

Presentation Programme

Day 1, Monday 22 June 2015

Keynote

Camilla Mordhors *Planning to become a tourist destination*

Day 2, Tuesday 23 June 2015

Keynote

Kellee Caton and Keith Hollinshead *The Light and the Shade of Postdisciplinarity*

Presentations (Stream 1) Chair – Can Seng Ooi

Shelagh Mooney	Blurred lines: The intersection of age, gender and ethnicity in a hospitality career
Donna Chambers	Inclusivity in tourism higher education: accessing worlds and knowledge otherwise
Carina Ren	Configuring the tourist Other. On enacting and researching difference in tourism
Mozart Fazito	Encountering Freedom: Leisure, Development and the Epistemologies of the South

Debate: Advancing Tourism Knowledge in the Post Disciplinary Social Sciences,

Tomas Pernecky & David Boterill.

Chair –Ana María Munar

Presentations (Stream 2) Chair – Mia Larson

Richard Ek	The Power of Lateral Thinking and the Touristic Imagination
Can Seng Ooi	Never good enough: Modernity and realizing the tourist in us
Anne Hardy	Exploring the Ties that Bind: Using a neo-tribal, postmodern lens to explore the Recreational Vehicle market
Marie Brøndgaard Jensen, Freya Amanda Langevang & Dianne Dredge,	Post-disciplinary sense-making in Shatila: A dramaturgical perspective

Presentations (Stream 3) Chair – Mads Bødker

Kaya Barry	Creative documentation: diagramming touristic practices
Erica Wilson	Participatory film: Capturing the lived experiences of young people growing up in a tourist destination
Heike Schanzel	Reflections on solo parent travels with their daughter(s)
Bryan Grimwood	Tourism and the promise of incommensurability: A photo essay

Day 3, Wednesday 24 June 2015

Keynote

Brian Wheeler	<i>Untitled. Limited Edition</i>
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Presentations (Stream 4) Chair – Heike Schanzel

Lulu Andersen	A “beautiful” experience – interpreting WW2 heritage along the North Sea coasts
Simone Fullagar	Assembling an active family life through cycling practices
Jenni Small	Beyond ‘the disciplines’: An embodied understanding of urban environments and tourism precinct
Yuri Kork	The influence of film genres on the tourist’s decision making process
Jane W. Meged	Exploration of the Advene Program as a tool of open-ended research

Presentations (Stream 5) Chair – Adriana Budeanu

Mia Larson	Play, Space and Consciousness in Tourism Entrepreneurship
Niels F. Lund	The power of storytelling in social media
Milind Fadnavis	Transformation from Tribal to Tourizen – A Conceptual Model
Michael Lee	Derailing Trajectories: Evaluating life-course transition among leisure-seekers to Australian thoroughbred horse racing events
Ana M. Munar	The House of Tourism Knowledge

Art Installations/presentations.

Can Seng Ooi Listen Carefully

Mads Bødker & Keld Dam Schmidt

Resonant Tourism (artistic exhibition/installation)

Kaya Barry Diagramming the packing process

Kajsa G. Åberg A Landscape of Knowledge: Rethinking the Cartography of Tourism Geography

Presentations (Stream 6) Chair – Bryan Grimwood

Aaron Yankholmes African tourism studies in the (current) postdisciplinary era: A research agenda
on the cardinal opportunities and challenges

Keith Hollinshead The slow rectification of Eurocentric errors: Mapping and mitigating the sinews
of oppression which deny indigenous possibility

William C. Hunter DMZ to Dokdo: Online representations of place and the semiotics of soft power
in Korea

KEYNOTE SPEAKERS

Keynote Speaker:

Camilla Mordhorst



Camilla Mordhorst holds an MA in Communication and European Ethnography from the University of Roskilde, and has written a PhD thesis about the preserved objects from Ole Worm's Museum at the National Museum of Denmark. Camilla has worked in museums for more than 20 years, with communication and public outreach as a central focus point. During the last 10 years, she has worked as Head of Exhibitions at the Medical Museion (2004-2009) and as Head of Public Outreach at the Museum of Copenhagen (2009-2013). In June 2015, she was appointed Director of Research and Communication of the National Museum of Denmark. Prior to that she was the Director of the M/S Maritime Museum of Denmark. In addition, she has written several books and articles on the interpretation of objects, the theory

Planning to become a tourist destination

Camilla Mordhorst, Director of Research and Communication of the National Museum of Denmark

For more than 20 years, Elsinore city has worked diligently to transform itself from a "værftsby til en værftsby" - it's a pun in Danish, which could be translated to transform itself from a shipyard city to a host city. The new maritime museum of Denmark is part of this transformation plan. This presentation will address the thoughts that lay behind the transformation of the city and the new maritime museum, the challenges we met along the way and especially how we at the Maritime Museum of Denmark strategically have tried to become that international tourist attraction which all dreamed about.

Keynote Speaker:

Kellee Caton



Kellee Caton is a sociocultural theorist and applied philosopher, who proudly surfs alongside Keith Hollinshead on the “new wave” of tourism scholarship. Her research focuses on how we come to know tourism as a sociocultural phenomenon, and also on how we come to know and reshape the world through tourism—in particular, she is interested in the moral dimensions of these two interrelated processes. Her recent projects include work on the role of tourism in ideological production in educational and religious tourism contexts, conceptual analyses of the knowledge advancement process in tourism studies, and advocacy projects for the inclusion of humanities content in tourism curricula. Currently, she is exploring the value of humanist philosophy for tourism studies, as well as preparing to launch a new large-scale research project on tourism as a space of moral development for individuals and groups.

Kellee holds a Ph.D. from the University of Illinois in Leisure Studies, and currently serves as Associate Professor and Director of Graduate Studies in Tourism, in the Faculty of Adventure, Culinary Arts, and Tourism at Thompson Rivers University (TRU) in British Columbia, Canada. She sits on the editorial board of *Annals of Tourism Research* and the executive committee of the Tourism Education Futures Initiative. She has also been heavily involved with the Critical Tourism Studies (CTS) conference series for almost a decade and, together with Bryan Grimwood, is currently serving as co-chair to found a North American chapter of CTS, with its inaugural event planned for 2016. Kellee is also passionate about helping to build a vibrant research culture and creative educational programming at her home university, where she has served in a variety of capacities, including as chair of her university’s curriculum committee and of her faculty’s research committee, and as director and one of the chief architects of TRU’s first graduate program in tourism: the forthcoming Master of Tourism in Experience Studies. The best part of her job is teaching courses on research and sociocultural theory to TRU’s wonderful students.

In Copenhagen, Kellee will offer a considered rebuttal to postdisciplinarity’s recent critics, drawing on insights from antifoundationalism, existentialism, humanist philosophy, and biomimetics—and of course the illuminating and inspiring ideas of Keith Hollinshead!—to offer arguments about what those who would dismiss the value of the postdisciplinarity movement may be missing.

The Light and the Shade of Postdisciplinarity: On Love and Walls

Kellee Caton, Thompson Rivers University

Postdisciplinarity has a small but growing fellowship of interest, within tourism studies and beyond. Not everyone, however, sees value in this project. Indeed, postdisciplinarity has been described as a passing fad, bound for eventual extinction, as we come to our senses and return to the serious work of discipline-based data gathering and theory building. It has also been implied that postdisciplinary scholarship represents a form of epistemic laziness, even theft, as scholars appropriate ideas formed in the disciplines to advance their own interstitial careers in ways that are of questionable value to the larger project of knowledge production in the academy.

In this presentation, Kellee Caton seeks to refute this view. Arguing that critics of postdisciplinarity tend to ignore the very questions that animate the urge to move beyond discipline-based epistemological practice to begin with, Kellee first focuses on unpacking the problematic assumptions that underpin status quo thinking, in which the traditional academic disciplinary apparatus emerges as the natural, logical, right, and good system for enabling understandings of the world. She then recasts the academy's current allegiance to disciplinarity as being grounded not in epistemic logic, but in neoliberal ideology and the material and psychological circumstances it produces on university campuses. Ultimately, she returns to the quest of the individual scholar within this system, arguing that the experience of running up against the limits of the disciplines within which we work is not a failure to be feared, but a triumph to be celebrated, as we move toward a greater sense of purpose in our work. Disciplines should be deeply valued for the unique kinds of contributions they have enabled, but they must be viewed as features of a larger epistemic ecosystem—not reified as privileged paths to truth.

Keynote Speaker:

Keith Hollinshead



Keith Hollinshead is a critical analyst of interculturality ... or rather of the authority and agency of tourism to prescribe how we have 'know' the culture and heritage of places and populations, today. Having worked in (for example) Wales, the U.S.A., and (mainly) Australia, he generally examines the under-suspected representational regimes through which particular 'versions' of the history and the contemporaneity of locales are naturalised (consciously or unconsciously) for psychic and / or political advantage. Having deep interests in Indigenous inheritances, he inspects how both Indigenous and non-Indigenous visions of the world have been incrementally internalised overtime.

One of the 'new wave' thinkers of recent decades --- of and about the cultural and political consequences of tourism and travel --- he is a Distinguished Professor of the International Tourism Studies Association (based at Peking University: China), and is the thrice elected Vice President (for International Tourism) of the International Sociological Association. Coterminously, Keith serves as one of the longstanding Masthead Editors for both of the journals 'Tourism Analysis' and 'Tourism, Culture and Communication'. Originally graduating in Romano-British history, his 21st century research portfolios nowadays pry into the worldmaking power of both the prefigured (i.e., that which is normalised in or from the past) and the configured (i.e., that which is collaboratively normalized) fantasmatics of nations and peoples.

Currently functioning as Professor of Public Culture (and Public Heritage / Public Nature!!) at the University of Bedfordshire (England), he critically inspects the power of tourism to ascribe (or creatively make) new or open possibilities for places and spaces. In Denmark in 2015, Professor Hollinshead's presentations will largely revolve around the need for those who research or operate in Tourism Studies / Public Culture / Related Inscriptive Industries to develop critical multilogicality (i.e., informed 'plural knowability') in order to decently / effectively understand the longtime cosmologies, the everyday cultures, and the held spiritualities which they themselves hold in trust, or otherwise have a declarative / projective / performative responsibility for. To this end, he will principally be drawing from the pathfinding ideas of Elisabeth Buck, Homi Bhabha, Confucius, Deleuze and Guattari, Michel Foucault, Nelson Goodman, Joe Kincheloe, Barbara Kirshenblatt-Gimblett, Couze Venn, a number of Indigenous communities (particularly in 'Australia') ... and, of course, Kellee Caton!!

The Light and the Shade of Postdisciplinarity: Tourism and Rich Seeing/ Tourism and Deep Listening

Keith Hollinshead, University of Bedfordshire

In this presentation, Keith Hollinshead seeks to move our understanding of what postdisciplinarity conceivably is – that is, to advance the level of our collective insight in Tourism Studies (and related fields) from the very useful deliberations that were held at Neuchatel in Switzerland in mid-2013 under the initiative of William Feighery, there. In this Copenhagen 2015 delivery – following on from Kellee Caton's The Light and The Shade of Postdisciplinarity – 1 opening remarks – Hollinshead will clarify that postdisciplinarity is not absolutely or commonly agreed to be any one single outlook, persuasion, or 'thing'. He will, however, endeavour to reveal what the turn towards postdisciplinary understandings may indeed mean for those who work in Tourism Studies and related domains whenever they face situations / settings / encounters where different cultures come into throbbing proximity or where different cosmological orders rub up awkwardly against each other to constitute either (or both) an intellectual necessity for, or an operational obligation, to develop a postdisciplinary imagination.

In this 'Denmark 2015' presentation, therefore, Hollinshead will attempt to clarify the sorts of fluid acumen that are required where researchers / practitioners / critical commentators are challenged (in particular) to understand why different / distant-to-them / remote-from-them (and that may be historically, spiritually, psychically, whatever, and not just geographically!) do what they do and think as they do. Thus, this TOURISM AND RICH SEEING / TOURISM AND DEEP LISTENING cogitation comprises the attempt to generate informed discussion as to what such 'fluid acumen postdisciplinarity' – or, put another way, what such critical multilogicality might demand. In holding the cosmological macroscope and the cultural microscope over the role of tourism and travel as an osmotic force for (especially) previously-suppressed / still-suppressed groups and historically-subjugated / still-subjugated communities, Hollinshead endeavours to make the case for the role and function of 'tourism' (and related inscriptive industries) as an operational field that can play a substantial role in changing the horizons of expectations through which travelling populations see and know (and correctively pre-see and pre-know) not only 'the other', but themselves.

And to clarify this long-overdue concern for critical multilogicality, the function of tourism as a constituting discourse of possibility will be made via postdisciplinary lenses in comparison with what is currently seen through the sorts of 'transdisciplinary gazes' which have already been decorating Tourism Studies (well? / coherently?) over recent decades.

Keynote Speaker:

Brian Wheeler



Brian Wheeler holds degrees in Economics, in Applied Economics, in the Economic Impacts of Tourism, in American Studies and his doctorate on Critiquing Eco/Ego/Sustainable Tourism contextualises the debate within the wider arena of tourism planning and management, policy and practice. In addition, his interests have evolved and broadened over the years, his current research incorporating the links between travel, tourism and popular culture - in particular literature, art, photography, film, music - and their relevance to contemporary tourism thinking. His research also embraces humour, image and use of the visual in tourism and tourism education. He is Visiting Professor of Tourism at Breda University of Applied Sciences, The Netherlands; was recently Professor of Tourism, University of Tasmania, Australia; is Visiting Research Fellow at Leeds Metropolitan University and at Sheffield Hallam University, UK and is Visiting Professor of Tourism at the University of Plymouth and Honorary Professor of the University of Wales. He is an Elected Fellow of The Association for Tourism in Higher Education.

Untitled. Limited Edition

Brian Wheeler, Breda University of Applied Sciences

Employing illustrations from the tangential, the paper offers a personal, irreverent (shallow?) take on post disciplinarianism - before, light heartedly, drawing on examples of 'culture' at the seaside to illustrate the 'power' (or otherwise) of Art."

PRESENTATIONS & INSTALLATIONS

STREAM 1.

Blurred lines: The intersection of age, gender and ethnicity in a hospitality career

Shelagh Mooney, Hospitality and Tourism, AUT University Auckland, New Zealand

This conference presentation will address my conflicting thoughts and emotions about being a woman in gendered organisations, following an autoethnographical interview about my hospitality career. The reflexive autoethnographical analysis was part of an intersectional study which investigated how age, gender, ethnicity and class influence the career longevity of hospitality workers (see Mooney, Ryan, & Harris, 2014). Prior to becoming an academic, I spent 25 years in a hospitality career. In that profession, I moved countries many times, at different positions in the organisational hierarchy, to a variety of property types and sizes. A significant advantage of auto-ethnography as method is the way it allows researchers to make powerful connections between lived experience and theory (Ellis, Adams, & Bochner, 2010). In my story, themes of visibility/invisibility; silence/the chance to speak out; and equitable/inequitable reward, were prominent. Although my gender(ed) social role and ethnicity/race nominally remained constant, how others perceived me (and how I perceived myself), continuously shifted, due to the frequent abrupt changes in my occupational class, migrant or non-migrant status, and my age/life stage at certain career points. It is possible to be simultaneously privileged and disadvantaged (Dhamoon, 2011) on the grounds of age, gender, ethnicity and class, as I was in my career. Unsurprisingly perhaps, my reflexive ethnographical analysis exposed conflicting ideologies and fractured loyalties. My presentation will explore how a post disciplinary approach that drew from critical feminist, social constructionist and career theoretical frameworks, helped to reveal the workings of power and privilege in a hospitality career.

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Mooney, S., Ryan, I., & Harris, C. (2014). What you see is not always what you get: The importance of symbolic representations in intersectional research. *New Zealand Sociology*, 29(2), 78–99.

Inclusivity in tourism higher education: accessing worlds and knowledges otherwise

Donna Chambers, University of Sunderland

Extant discussions of the tourism education curriculum in the Western world have highlighted a lack of inclusivity with regard to disciplinary foci. Several studies have highlighted the instrumentalist emphasis of tourism higher education, with its managerialist focus occasioned by what might be deemed as the unrelenting march of neoliberalism (see for example Ayikoru, Tribe and Airey, 2009). However, I argue that underpinning many of these critiques of the tourism higher education curriculum is a quest for more diverse disciplinarity rather than a deconstruction of the very notion of disciplinarity itself and its effects.

Indeed in a recent publication by Caton (2014), tourism educators were encouraged to embrace other disciplines namely those in the humanities (art, philosophy). Further, Caton suggested that tourism education suffered from underdisciplinarity. In this presentation I want to suggest that there needs to be a shift in the polemic about tourism education not just with regard to the content of the conversation but also with regard to the terms of the conversation away from the language of disciplinarity. Decolonial scholars such as Walter Mignolo have argued that disciplinarity is a Western construct, is inherently imperialistic, and serves as a system of normalisation which colonises our minds but also our imaginary i.e., knowledge and being. So the question is not whether we should be calling for more diverse disciplinarity within tourism education *a la* Caton (2014) but whether we should be speaking the language of disciplinarity at all if we are to have a more inclusive tourism curriculum which recognises the legitimacy of worlds and knowledges otherwise which might not fit within a particular disciplinary straightjacket (e.g. humanities, social sciences). The question then is how can we understand and teach tourism outside of traditional Western disciplinary constructs? Can we envisage the possibility of a tourism curriculum space which is not dominated by the discourse and power of disciplinarity, in its many guises, and what might be the implications for practice?

Configuring the tourist Other. On enacting and researching difference in tourism

Matias Jørgensen, School of Hotel and Tourism Management, Hong Kong Polytechnic University, Hong Kong

Carina Ren, Tourism Research Unit, Aalborg University, Denmark

This paper addresses the notion of difference in the context of tourism research and management. It reflects on previous research on difference and sameness in tourism destinations and explores how difference materialises in the enactment of the tourist Other, by tourism researchers and practioners. Drawing on insights from Actor-Network Theory, we propose to conceptualise cultural difference as situated difference-making and as socio-materially enacted in concrete settings. As we show, this approach shifts the understanding of culture from one of either *diversity* or *universality* to one of *performed multiplicity*. We discuss how our understanding of culture as an effect rather than a cause impacts our engagement with culture, cultural conflicts and the Other in tourism. Finally we call for an increased sensitivity towards the ontological politics of Otherness in tourism and point to ways of exploring affinities through participatory design.

Keywords: difference, diversity, multiplicity, tourist Other, participatory design

Encountering Freedom: Leisure, Development and the Epistemologies of the South

Mozart Fazito, Lecturer of the Centre of Excellence in Tourism of the University of Brasília, Brazil.

The dominant discourses of development have generated a perverse world, which is destroying people and nature and, therefore, encouraging its own deconstruction. This article pervades two views of human development – economy and education – to argue that, despite their epistemological differences, both the Amartya Sen's capability approach and Paulo Freire's pedagogy for autonomy share a common focus on the expansion of individual freedoms. Both theories link the idea of freedom to an individual capability, or autonomy, to participate in political decisions. The objective of this article is to rethink development, focusing on a world of inspiration and playfulness, which emerges from the social practices of small day-to-day experiences. It is argued here that an active leisure plays a prominent role in reshaping development, with its possibilities of criticality, reflexivity, emancipation and individual freedom. This article exemplifies this critical approach to development with the identification and analysis of discourses constructed in small, almost imperceptible social practices produced by the communities of the former tourist town of *Conceição do Mato Dentro*, Brazil, after a large mining project displaced ecotourism from the local priority policies. As a result, this research identified seeds of resistance coming from the critical perspective of the families affected by the mining project that traces back to the advantages of the previous ecotourism agenda and to the preservation of the leisure sites, which were places for socialization and amusement, and which have now their access denied or have been destroyed. Freedom emerges in lay discourses of resistance that break with the hegemonic paradigms of development to propose a more humanized form of development. It is an attempt to produce postdisciplinary knowledge by incorporating those voices that are often denied or neglected by the hegemonic positivist ways of scientific analysis, which are not bound within disciplinary limits, and generate what Boaventura de Souza Santos has named the 'epistemologies of the south'. The researcher tried to conduct the data collection and analysis as a *bricoleur*, dialoguing with interested research teams and activists and employing a triangulation of research methods – documentary analysis, in-depth interviews and participant observation – guided by a Foucauldian inspired discourse analysis.

DEBATE.

Advancing Tourism Knowledge in the Post Disciplinary Social Sciences

David Botterill, Oxford Brookes University

Tomas Pernecky, Auckland University of Technology

As post disciplinarity gradually dissolves the comfortable claims of discipline-specific, immunising, paradigms as the route to social scientific knowledge creation, progress in tourism knowledge must be grounded somewhere else. We both agree that, for us, somewhere else is in the general philosophical arguments on epistemology and ontology found in the social sciences. Following our recent exchanges in the *Annals of Tourism Research*, we will present our positions on the claims and counter claims of Constructionism and Critical Realism before opening the floor to delegate contributions to this crucial debate in securing the legitimacy of tourism research as social science.

STREAM 2.

The Power of Lateral Thinking and the Touristic Imagination

Richard Ek, University of Lund

In this presentation I try to muse on the potential of applying lateral thinking in tourism research in order to invoke imaginative theorizations on tourism that challenge traditional disciplinarity. In order to unravel this ambition I think it is appropriate to start in the notion of theory. Theory is a view on the world from a situated vantage point (theory is always geographical and always already about the Earth) and at the same time Eurocentric, with a colonial and imperial heritage, developed in tandem with capitalism. Thus, novel and fashionable theoretical approaches like non-representational theory, affect and post-humanism fits well with the needs of the contemporary capitalistic system.

However, resistance is not futile, and I would like to argue that theory is also a will to knowledge, an existential condition and an ambition to widen our understanding through widening the ontological horizon. Theory could be a way of being that counterweights the imperative of technology in a Heideggerian sense, an antidote towards unreflectivity. Theory becomes a way to fight the rational and instrumental knowledge that the world-picture promotes and to different degrees is institutionalized in the persistence of academic disciplinarity. Now, this is ideas you will find in the Frankfurt School, in Foucault's notion of *critique* and in other places, familiar for tourism scholars. Therefore I would like to zoom in on lateral thinking as a certain theoretical approach towards tourism as a societal phenomenon and practice in the contemporary.

Lateral thinking is a concept coined by the physician Edward de Bono in his book "The Use of Lateral Thinking" in 1967. For de Bono, lateral thinking is problem solving through a reasoning not directly obvious in the immediate context rather than through a more 'vertical logical', a step-by-step procedure. Without following de Bono in detail, I will try to explore the merits of lateral theoretical thinking (lateral here stemming from Latin, *lateralis*, "belonging to the side"). One possible approach is to try to combine topics, concepts, theories or reasoning without care for their disciplinary place of abode (what could perhaps been seen as a practice of post-disciplinarity?) with seemingly nothing in common in an attempt to break away from habitual (disciplinary) thinking of realist and naturalist character. This approach does have its methodological traps but could it not be worth the risk to pursue this enterprise if it could contribute to an enriched touristic imagination?

Never good enough: Modernity and realizing the tourist in us

Can-Seng Ooi, Center for Leisure and Culture Services, Copenhagen Business School

Through this proposed presentation, I try to live up to the call-for-presentation by ‘thinking dangerously’.

Mediators help ignorant tourists to acquire local knowledge, function in a foreign area and focus on worthy attractions. Tourists are uprooted nomads. Their everyday values, practices and behavior are set out-of-context when they travel. Mediators help tourists to appreciate, consume and experience the destination but any attempt at being authentically native will remain out of reach because tourists will always appropriate their own backgrounds into their own touristic experiences. This disappointment of the authenticity-seeking tourist is inherent.

The individual in realizing one’s Self in modern society is also always disappointed. The construction of the Self in modernity has been debated over the decades by the like of Giddens, Simmel, Baumann and many others. I stand on their shoulders. As part of the modernity project, an individual is constantly insecure because the rationalized, production-driven and consumption-oriented social system constantly evolves, and individuals are made to fit into the system. The constant ‘fitting’ process include, for instance, retraining oneself for a transformed economy, new ways to eating healthy, re-discovering one’s happiness and staying fashionable.

Tourist studies provide a set of lenses to look at contemporary society as a destination, and individuals as tourists who are subjected to the processes of Self-management by businesses, politicians, taste-makers and other mediators. The industry has created a global tourism culture of sort, e.g. disciplining travelers on how-to-behave, informing tourists what to see and how to interpret other cultures, and opening up one’s global horizons. I will argue that the stable and prosperous modern society we pursue has a built-in crumbling mechanism, just like a tourism destination gets stale and needs to be constantly reinvented. Modern society is a constantly changing destination, and individuals are made to feel ignorant, and thus can be constantly engineered, like tourists.

Exploring the Ties that Bind: Using a neo-tribal, postmodern lens to explore the Recreational Vehicle market.

Anne Hardy, University of Tasmania, Australia

This paper responds to the critical turn, or quiet revolution that has taken place, whereby the traditional contexts of tourism and their discourses are being challenged and re-conceptualised (Ateljevic et al, 2007; Bramwell and Lane, 2014; Bianchi 2009; Bronner 2011). It proposes a re-consideration of Maffesoli's (1996) 'neo-tribe' and in doing so it takes a critical departure from traditional segmentation approaches. Rather than focussing on tangible aspects such as their common motivations, demographic characteristics or travel behaviour once at their destination, it focuses on the intangible aspects, which create a sense of belonging amongst tourists as they move. This approach is a response to a postmodern realisation that socio-economic status does not always define groups and in this case, travellers. Indeed, neo-tribalism posits that the ties that bind diverse individuals from different backgrounds together, centres around fellowship, shared sentiment and rituals of behaviour. Using the case of Recreational Vehicle users (RVers) as a mobile, somewhat ephemeral, ritual-oriented group of tourists, the concept of the 'neo-tribe' will be used to describe the groups and lifestyles that exist amongst RVers, including their displays of rituals, anchoring places or scenes and the symbolic and behavioural characteristics which identify single neo-tribes. Specifically, the work also moves beyond the consumer tribe work which has emerged in marketing theory, by returning to the original work of Maffesoli (1996) and giving a special focus to the social and emotional relationships that exist between tribes and their members.

This presentation will not rely on powerpoint, but rather will use a combination of go-pro technology and photography to capture the essence of the neo-tribe in the context of Recreational Vehicles users.

Post-disciplinary sense-making in Shatila: A dramaturgical perspective

Marie Brøndgaard Jensen, Aalborg University

Freya Amanda Langevang, Aalborg University

Dianne Dredge, Aalborg University

This presentation examines the opportunities and potential issues in post-disciplinary learning and scholarship in the context of problem-based learning (PBL). In this project, two students and their supervisor recount the development of a post-disciplinary PBL project wherein the students explored voluntourism in Shatila Refugee Camp, Lebanon. Despite years of education, progressive attitudes built from diverse life, work, volunteer and travel experiences, and the best-laid research plans, once in the field the research took several challenging turns. The data collection presented many fluid challenges requiring the students to garner a level of agility, resourcefulness and self-reflexivity well beyond the structured approaches and methods that characterize the literature. Their positions as researchers and their opinions about the subject matter changed on a daily basis and thus their disciplinary and methodological preferences also shifted. The students became acutely aware of the boundedness of their own thinking, and the value of different types of knowledge residing in a range of actors, many of whom had “exceeding huge bags of experiences and horrible memories”. Not surprisingly, processes of sense-making were not limited to a research process that could be defined by a beginning and an end, but became deeply transformational and ongoing to this day.

Drawing from the students’ creative and scholarly outputs including a blog written in the field, photography, field notes, emails between the supervisor and the students and the thesis itself, this presentation adopts a dramaturgical perspective to explore the social interactions that underpinned the post-disciplinary sense-making associated with this project. Through this presentation we demonstrate that PBL, as a post-disciplinary approach to teaching and learning, can transcend bounded ways of thinking and provide the freedom to explore new liminal spaces of understanding. We argue that in the process the journey of learning, of self-reflexivity and personal development, students become empowered to think creatively, imaginatively and innovatively equipping themselves as future problem solvers.

STREAM 3.

Creative documentation: diagramming touristic practices

Kaya Barry, Deakin University, Melbourne, Australia

Whether we are travelling as a tourist, researcher, or in our everyday mobile lives, we undertake a series of transitions that assist in orienting and situating ourselves in an array of new sensations and experiences. In order to study and reflect on our transitions, documentation methods need to be fluid, mobile, and adaptive, in order to harness the relationships that emerge in tourism scenarios. A mixing of techniques and methods is required, such as creative arts processes, fieldwork documentation, and theoretical inquiry, in order to tease out and make meaning out of our movements.

This paper uses the notion of the “diagram” to show how techniques of documentation—whether sketches, notes, photographs, etc.—require more than one medium to adequately capture and re-present tourism experiences, forging a postdisciplinary approach to documentation. A diagram is a methodological tool that allows the tracing of relations through a range of techniques. Through an artistic and philosophical lens, a diagram is not a static representation of information, rather, it is a set of relations that emerge through events and processes.

Utilising extracts of my own documentation methods, I show how fieldwork experiences frequently move beyond disciplinary boundaries, incorporating artistic and touristic processes, and producing creative entanglements of practice and theory. Accompanying the artwork “Diagramming the packing process”, this paper argues that postdisciplinary approaches create new techniques to adequately describe, experience, and document the multiplicity of interactions experienced in tourism. Examining the intersections of material interactions, spatial awarnesses, and “hands on” experiences, this paper explores the creativity of one type of postdisciplinary approach to tourism research: documentation through diagrammatic techniques.

Participatory film: Capturing the lived experiences of young people growing up in a tourist destination

Antonia Canosa, Centre for Children and Young People, Southern Cross University, NSW Australia

Erica Wilson, School of Business and Tourism, Southern Cross University, NSW Australia.

Anne Graham, Centre for Children and Young People, Southern Cross University, NSW Australia.

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In this research we set out to develop synergies between three areas of research, beyond their disciplinary boundaries, to create new ways of understanding the lived experiences of residents of host communities. Drawing on Tourism Studies, Childhood Studies and within a broader anthropological approach to research, this study explores how a marginalised and previously under-represented group in tourism studies understands and experiences life in a tourist destination. Being largely absent from tourism community studies, children and young people have often been referred to as a ‘silent’ population (Canosa, 2014; Poria & Timothy, 2014; Small, 2008; Wu, 2012).

In this study we explore how children and young people actively and creatively construct their own experiences of childhood in the iconic seaside tourist destination of Byron Bay in Australia. The young people involved in this study actively drove the production of three short animation movies which represent their views on tourism and their concerns about living in a tourist destination. Expressions of interest were sought from young people aged 10 to 18 who lived in Byron Bay and surrounding areas. A group of 14 young people was thus established and met over a period of six weeks to discuss what they liked, what they disliked and what they would like to change in their community.

Choosing a participatory approach to knowledge production is essentially a political and ideological act which reflects our philosophical ideals and seeks to challenge and unsettle existing structures of power and privileges in the research process (Thomas & O’Kane, 1998). Through collaboration, the young people were able to go from being ‘the researched’ to being ‘the researcher’ and produce creative representations of their views and attitudes towards tourism. The co-production of knowledge represents a way of acknowledging and profiling the ‘voices’ of a previously marginalised group in the community, with the ultimate goal of alerting policy makers about the needs of children and young people growing up in a tourist destination.

Keywords: *participatory film, children, young people, lived experiences, tourism, community.*

Reflections on solo parent travel with their daughter(s)

Heike Schänzel, School of Hospitality & Tourism, AUT University

Simon Roberts, Auckland, New Zealand

Family holidays allow for special time to be playful, have fun, talk and bond together. It is a time to be in the present without the other pressures of work and school when parents can become childlike and children be more themselves. This can encourage connections that are often missed in the frazzle of everyday life and create memories of memorable moments. Much has been written about these opportunities of ‘quality family time’ on holiday that allow for strengthening of family bonds. Capturing these personal meanings for parents is at the centre of this endeavour, expressed poetically here; one a mother, one a father but both solo parents spending time alone with their teenage daughters. Families are the emotional heart of society and the parent–child bond is what brings much joy into our lives. These literary writings convey celebrations of motherhood, fatherhood and adolescence through travelling. Using a mother’s and father’s poems surpass the disciplinary boundaries and allow for more artistic creative expressions of what intimate moments on travels mean to those involved. Poetry brings over a metaphysical energy that streams conscious meditation into word form. The feeling is then a word cadence that poets hope takes the reader into their own life perspective and shares the private memory that is evoked. Poetry then extends conventional approaches of knowledge production and through embracing freedom and art transcends more amply into the heart of our emotional lives.

Travels with my daughter by Dr Heike Schänzel

This is based on hiking in Burma in December 2014 and is expressed as a mother’s poem of what it means to explore a different culture with her teenage daughter but without the presence of other family members. It signifies a culmination of years of dreaming about travelling together in Asia on the cusp of my daughter being an adult and embracing her independent life. It is accompanied with a photographic essay.

A walk in the hills of Burma

The pungent scent of dried chillies in the air
Accompanied by wood fires lit at night
A colourful parade of people at the
Wedding reception chanced upon
Our shared dreams come true

Sampling local dishes along the way
Sipping endless cups of tea by the cooking fire
Huddling together on frosty mornings
Shared laughter and smiles to savour
Memories formed in these foreign lands

Mothers connecting with other mothers
Knowing glances exchanged
Inquisitive men seizing us up
My blond and blue-eyed girl
So different and yet all the same

Guitar songs around the fires in the street
Bringing us out under the stars
Connections made on this time of our lives
In the villages in the hills of Burma
Just you and me forever there

A long-tail boat ride through the floating gardens
Feeding seagulls on vast Inle Lake
A fitting ending to our mother-daughter escape
Going back in time and move forward
Your time to venture into the world

With our guide and kids in the village



At the wedding reception



Travels with my daughter(s) by Dr Simon Roberts

Simon was born into the freest upbringing and lived seven years safe, fearless and carefree in Fiji. The Fiji holidays with my daughter(s) triggered flashbacks for me in a cultural and metaphysical way, a sense of "here is my home". Poetry for him is like mindful meditation. A time to breathe, reflect, re-experience the joy as if it was still occurring as it did years ago!

Father's poem 1

High above the air so thin
Stomach full and paper thin
A sigh, a smile, a gasp within
A daughters' joy always wins
Caressing palm fronds and sandy loam
A springing step and freedom to roam
Encrusted in salty air and heat
A wet soppy grin hard to beat
One on one, laughter, chatter
Time stands still, nil else of matter
Shared meal, shared emotion
Intoxicated by the local potion
The aroma of gardens and tropical rains
More than six senses to flood our brains
Connecting family bonds stretched undue
Sleeping at peace a colourful hue
The travellers' spirit ignites our core
Father daughter holidays tell a different lore
Child and woman fuse suspended
The joy of my life to memory commended.

Father's poem 2

Calmness descends willing steps
Into the realm of childhood joy
Memories etched from humble seeds
Grown with fond heart food and love

Holidays' lazy days spontaneously unaware of boundaries
The silent messages not spoken re-ignite the double helix bond

Softly parent and child strip the layers of daily life back to bare need
Uniting the lore of innocence reborn

Transcend the clouds and laugh into the heavens where dreams set free
The meaning of holidays to be.

Come fly come walk come ride with me
Our journey has no beginning or end
For a place in your world where you know the circle will never bend-

Tourism and the promise of incommensurability: A photo essay

Bryan S. R. Grimwood, Department of Recreation and Leisure Studies, University of Waterloo, Canada

Presentation type: research paper/creative product

Spanning more than 142,000 square kilometres in the central Canadian Subarctic, the Thelon River watershed is layered with multiple perceptual visions, discursive norms and representations, and histories of use, occupancy, and mobility. Indigenous homeland, touristic wilderness, resource frontier, and heritage site are perhaps the most frequent archetypes used to mark this space. In this presentation, I engage reflexively, critically, and creatively with aspects of an extended case study of the Thelon to aid in fleshing out some of the positive possibilities that postdisciplinarity locates in relationality, plurality of perspective, and the instability of identity and community (epistemic or otherwise). More specifically, I present as creative analytic practice a photo essay that narrates the opportunities that can arise in tourism and tourism research when we turn to embrace the incompatibility of worldviews, knowledges, and experiences (i.e., choosing to honour and work with difference) and therefore resist conventional quests to subsume difference within a particular metanarrative or disciplinary framework. The photo essay couples images derived from participatory research with Thelon tourists and indigenous inhabitants with my own voice as interpreter/analyst. It speaks most directly to the epistemological, representational, and moral promises associated with incommensurability.

STREAM 4.

A “beautiful” experience – interpreting WW2 heritage along the North Sea coast.

Lulu Anne Hansen, Head of History, Curator, PhD, Museum of South West Jutland

The building of the German defense line “Fortress Europe” during WW2 both physically and visually transformed what had, for more than a century, been one of the most desired tourist destinations in Europe – the vast beaches of the North Sea coast. Following WW2 the concrete bunkers left scattered in the sand and dunes were widely perceived as physical and visual disruptions of a known landscape. However, this understanding has changed. Negative perceptions of the bunker landscapes as ruined spaces have now been replaced with understandings highlighting the bunker sites as places of new forms, orderings and aesthetics (Edensor 2005: 15). The bunkers, whilst also part of a coastal holiday landscape traditionally connected with pleasurable experiences, are now used for historical interpretations, artistic expressions and personal appropriations. They are, by professionals, called upon to contribute to historic learning, human understanding and cautionary actions (Hansen & Jensen 2014). But how are such visions for human transformations by and through the bunkers connected to tourist’s meaningful visits to the sites? This paper will draw on personal experiences of teaching WW2 history to academy students with only a limited interest in history, on field work and interviews at different interpretational sites along the Danish West Coast and on visual analysis of iconic representations of the bunker landscapes to offer a “hot” approach (Dunkley 2007) to exploring the multiple layers of experience associated with tourist visits to the bunker sites. It takes as its point of departure the acknowledgement that there is a constant dynamics and interplay between cultural contexts and the individual embodies self co-constituting such contexts (Crouch & Desforges 2003). The analysis seeks to grasp what might be termed the placed materiality (Malpas 2008) of the bunkers and draws on Walter Benjamin’s (1969) concepts of *aura* as a key to understanding the specific power of the bunker sites as places of reflective heritage consumption.

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Assembling an active family life through cycling practices: Physical Cultural Studies as a postdisciplinary approach to embodied mobility

Simone Fullagar, Physical Cultural Studies, University of Bath , United Kingdom

This paper reflects the theme of the conference in several ways – 1) empirically with a focus on mobility and embodied cultures through the use of qualitative and visual methods, 2) theoretically with an exploration of how the field of Physical Cultural Studies offers a postdisciplinary approach to tourism and 3) the performance of the paper will involve a bricolage of academic and sensory (visual and aural) elements.



In this paper I situate my analysis of cycling tourism within the field of Physical Cultural Studies (PCS) where the socio-cultural forces shaping embodied movement are positioned as a central postdisciplinary problematic (Silk & Andrews, 2011; Thorpe et al, 2011). Coles et al (2009) suggest that the idea of mobilities offers a new analytic focus for the creation of knowledge beyond established boundaries. Extending this line of thought in different direction I argue that PCS offers another focus on *embodied practices* (in this case cycling) as they are performed, regulated and assembled through the specific contexts (social recreation, rural tourism, and urban commuting) of everyday life in advanced liberal society. Cycling is thus positioned as a cultural practice with multiple meanings that are *relational* with respect to place, identity and complex operations of power. Against the low rates of Australian women's participation in cycling, I examine how an analysis of the embodied 'practice' of cycling can reveal the

shifting context of gendered power relations that constrain and enable involvement over time. I draw upon one particular narrative of family participation from ethnographic research undertaken with women who participated in a mass (1000 people) nine day cycle holiday through rural Australia (600km)(Fullagar, 2012). I analyse how the practice of cycling (as tourism, commuting, recreation) assembled a different set of (gendered) family relationships around active mobility. From this empirical analysis I consider how the relatively new field of PCS provides an example of a different analytic focus that draws upon, and yet exceeds, the fields of study that have marked out leisure, tourism and sport as objects of multidisciplinary knowledge. In addition, PCS brings disciplinary insights (geography, psychology, sociology, cultural studies, urban studies etc) together through a critical and creative focus on understanding the conditions of possibility that produce embodied cultures (Pavlidis & Fullagar, 2014).

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Beyond ‘the disciplines’: An embodied understanding of urban environments and tourism precincts

Jennie Small, University of Technology Sydney, UTS Business School, Australia

Simon Darcy, University of Technology Sydney, UTS Business School, Australia

In the shift to critical, alternative approaches in the social sciences, mainstream disciplinary lines have been blurred as researchers have moved to a shared epistemology, ontology and methodology. A critical approach to the study of space and place has moved our thinking from one which views sites purely as the composition of physical attributes to one which considers their representation, production and consumption as a sociocultural process. Such places are consumed differently according to gender, sexual orientation, age, ethnicity, social class, dis/ability and other dimensions of identity with their associated power relations. Within our understanding of consumption, we give primacy to the notion of embodiment that has moved beyond the visual gaze to encompass all our senses of taste, smell, hearing and touch. In this paper we look at tourist spaces and places in Sydney and how they are consumed by tourists with disability. We consider how this group of tourists has been let down by the traditional disciplines such as planning, architecture, engineering, geography, psychology, economics, political science and social work. We look at the limitations of these ablest, ocular-centred disciplines and the traditions of tourism research, to examine the need for transformative, postdisciplinarity thinking if people with disability are to be emancipated within urban tourism environments. To do so we examine a case study of the pre-eminent urban and tourist gateway precinct of the Sydney Central Business District and surrounding environments which provide a multitude of primary and secondary tourist attractions.

The influence of film genres on the tourist's decision making process

Yuri Kork, University of Exeter

In my presentation, I address the film as the work of art and explore the relationship between films and tourism. Within the tourism industry, the specific type of tourism-Film Tourism-has recently been recognised and, the researchers agree that, in certain conditions, a film may influence the decision of the viewer to travel to the destination that such film portrays. The recognition of such stimulating effect of films has reshaped both tourism and film industries: indeed, Roberts (2012:136) reports that *"Film companies are themselves now actively involved in the marketing (and making) of locations as sites of tourist consumption"*, a clear indication of the postdisciplinarity development. However, due to the recent recognition of this type of tourism and consequent low number of explanatory research in this area, there is an evident lack of understanding about how films may affect tourist decisions and destinations.

In the presentation, I discuss the findings of my recently completed PhD. Research and expand on the relationships between film and the decision-making process of the tourist, with additional focus on the previously neglected "genre" element of the film. The presentation is based on the research that adopted mixed methods to produce the results. Specifically, an extensive survey followed by a series of in-depth semi-structured interviews were used to draw the presented suggestions. The presentation explores the decision making patterns of the film tourists I managed to establish during my research (Hudson, Wang and Gil, 2011) and identifies how the consideration of genre affects their relationship with film and the wish to visit destination it portrays. Different types of Film Tourists (Macionis, 2004) and their possible allocation on the Travel Career Ladder (Pearce, 1988) are demonstrated and the process of cultural evolution of the Film Tourists is shown through the discussion of the motivational factors (Yoon and Uysal, 2005). The importance of different artistic elements of the film (visual scene, actors, plot, credibility) is discussed. Finally, the role and relationship between genres and emotions is explored (Kim, 2012).

As mentioned above, Film Tourism is under-researched, and the PhD. Research the presentation is based on is a pioneering study in the area of genre role in Film Tourism. For this reason, the presentation is a much needed addition to the current base of knowledge and, most importantly, an important stepping stone in establishing stronger connection between the tourism and film industries and devising the possible future research in Film Tourism.

Exploration of the Advene Program as a tool of open-ended research.

Jane Widtfeldt Meged, Assistant Professor RUC. Denmark

In my Ph.D. titled "The Guided Tour – A Co-Produced Tourism Performance" where interaction is at the fore I used the Advene Program to process and analyze my video data along with all the other data, and thus I myself became part of the research program.

"Advene (Annotate Digital Video, Exchange on the NEt) is an ongoing project in the [LIRIS laboratory](#) (UMR 5205 CNRS) at [University Claude Bernard Lyon 1](#). It aims at providing a model and a format to share annotations about digital video documents (movies, courses, conferences...), as well as tools to edit and visualize the hypervideos generated from both the annotations and the audiovisual documents. Teachers, moviegoers, etc. can use them to exchange multimedia comments and analyses about video documents. The project also aims at studying the way that communities of users (teachers, moviegoers, students...) will use these self-publishing tools to share their audiovisual "readings", and to envision new editing and viewing interfaces for interactive comment and analysis of audiovisual content" (<http://liris.cnrs.fr/advene/index.html> accessed 10-06-2015)

The full potential of Advene was however far from exploited neither in the research process nor in the mediation of the Ph.D, and I wrote

"The Ph.D has to be submitted as a written and printed document conforming to the traditional norms and ideals for academic work, with emphasis on the written word and argumentation,producing an authoritative analysis, although with critical reflections, self- reflections and reservations about the situated and constructed character of any academic work, including the status of the researcher as subject" (Meged 2010:76).

In this presentation I want to explore the possibilities and prospects IT platforms like ADVENE offer to open-ended ways of conducting and mediating research both within and outside the academic community. Pink reflects on the character of open-endedness of on-line hypermedia resources:

"The notion of open-endedness can also be taken further to regard hypermedia texts as permanently unfinished. Theoretically this means neither knowledge nor representations of knowledge are ever

complete; interpretations are open to re-interpretation and representations may be re-presentations.Hypermedia representations are also open-ended because their users can slip over their boundaries and explore their relation to other texts.’ (Pink 2009: 202).

Open-ended IT based research changes the very “nature” of research. It refashions the relation between researcher and the researched, between layman and professional, but also between the IT competent and non-competent. The question to be addressed is, how can IT platforms applied in research potentially transform the ontologies of science?

STREAM 5.

Play, Space and Consciousness in Tourism Entrepreneurship

Mia Larson, Department of Service Management and Service Studies, Campus Helsingborg (Lund University, Sweden

This is a challenging and interesting study. It is challenging because it questions the traditional ways in which tourism scholars have come to examine entrepreneurship. Also, by introducing the idea of consciousness, it questions the ways in which we provide entrepreneurial competences to our students in tourism education. In this way it fits well with several aspects of themes of this conference. It links to the discussion of freedom as it proposes new ways to understand how we can get to know the world of entrepreneurship and how we can engage with this world, with ourselves and with others. The theories presented provide an interesting link to some of the schools of thought that have been promoted in tourism studies in recent years, the ones of performance and performativity (see for example the work of Edensor on this); because they also invite to reflect on the importance of the experiential, the sensorial and the links between embodiment and the relational world. On the other side, the emphasis on “play” also has strong links to the “Art” and creativity dimension of this conference. How we can incorporate play into knowledge and learning practices, but also in the way tourism entrepreneurs relate to their businesses and to the world.

The power of storytelling in social media

Niels Frederik Lund, University of Surrey

Caroline Scarles, University of Surrey

Scott Cohen, University of Surrey

Tourists are increasingly connecting in online social networks (OSN) where they share content and co-construct narratives of tourist destinations through their shared tourism experiences. The destinations give tourists a stage to act on where they perform a desirable self. Thus, their performances and performative acts reflect on how destinations are represented. This poses a challenge for destination management organisations (DMOs). They have to find ways to join the conversations of OSN users to influence perception of their destination. It is believed that DMOs ought to build alliances with tourists by empowering them to co-construct brand narratives and aligning their storytelling with DMOs' preferred narratives.

This research aims to assess the role of storytelling in mediating tourism experiences in order to identify ways for DMOs to build alliances to strengthen destination narratives. It examines a range of different storytellers and how they reinforce and undermine preferred narratives of DMOs, and how they might write different stories across different types of OSN due to their performativity. The practices and strategies DMOs adopt to strengthen storytelling in OSN are also examined.

This research conceptualise OSN as fluid spaces of storytelling where members mediate their experiences as part of socialities. The concepts performance, performativity, mobility and power form a theoretical framework through which to illustrate the politics and social mechanisms of storytelling within OSN. Among other things, this framework may illustrate how storytellers to some degree are empowered to influence discourses. However, the global system of thought may also impose its version of the truth and discourse upon them, leading to a standardisation of thought; they may be subjugated to the interpretations of powerful commercial and institutional agents. Thus, they are synchronised and absorbed into a social machine; disciplining and regulating themselves under the gaze.

The approach is to conduct a netnography on three OSN. Specific storytellers are observed to examine how they mediate their tourism experiences and how these experiences are conveyed differently across different OSN. Social media posts of VisitDenmark are also observed to compare their construction of narratives of place with other storytellers'. Furthermore, interviews are conducted with social media managers at European DMOs to learn more about their practices and strategies.

Transformation from Tribal to Tourizen - A Conceptual Model

Milind Fadnavis, Institute of Management Technology-Nagpur-India

With rapid changes in transportation coupled with revolution in field of communication, tourism is no more part of service sector. It has emerged as philosophy; a tool empowering humankind to see world with new pair of eyes and feel OTHER cultural backdrop by shading preconceived notions. No more it's concept of been there and done that, but concept which enriches society in general and individual in particular.

In this paper, author is presenting conceptual model of transformation and coined a new term- TOURIZEN- citizen who understands concept of tourism and also realizes its short term and long term impact on individual and society.

An individual (read society) has slowly transformed through four distant stages which are as under.

Tribal is the one who does not know what tourism is and as a result does not realize the importance of it. This is the first stage of evolution and the flip side of this is the typical tribal culture throughout world is still not vitiated because of exposure to tourist and tourism.

Second stage of transformation is to citizen; a national who understands the importance of tourism but the flop side is he may not be active in its promotion. He may be only a passive ingredient in the process.

Third stage is typical of today's connected world where we find emergence of knowledge nomads who were borne in one country, educated in other and serving in third. For them, geographical boundaries may be irrelevant. The paradox here is- although they travel a lot; they may not be real contributors to or ambassadors of tourism.

Fourth stage is the emergence of TOURIZEN- a citizen who really understands the consequences of tourism and gives right direction to promote tourism both individually and collectively.

Derailing trajectories: Evaluating life-course transition among leisure-seekers to Australian thoroughbred horse racing events

Michael Lee, La Trobe University

The leisure-seeking dynamic of Australian thoroughbred horse racing is fraught with structural ineptitudes. At the coalface, events, like the Melbourne Cup, provide incredible returns on investment. But beneath the surface, the 18 – 35 year-old racegoers, the industry's future, are in attendance simply to consume, in great excess, the profusion of alcohol they are privy to. In doing so, this leisure-seeking population constitutes psychic, social, or sexual deviance. It reveals, essentially, how the industry, as an agent of production, shapes hegemonic ways of seeing, and being. Currently, there is a fundamental disconnect between what the industry observes as 'play' among young-adult racegoers, which has served as a socialising force, transmitting values, and societal norms, and what it interprets as racing satisfaction. Subsequently, if any such diagnosis of the leisure-seeking population does not incorporate a concern for the way in which the whole society may be pathological, then the condition of functioning that is shared will be the standard (Galper, 1975). Certainly, then, a more penetrating evaluation of the racegoer's life-course, rather than merely their totalised attitude toward Australian thoroughbred horse racing, leads to far greater conversation between the industry, and the world, which could more positively benefit 'colonised populations in their own found interests' (Hollinshead, 2015, p. 2). The production of excess that has been constructed by institutional standards, in the wake of unequal distributions of resources for building continuous life paths, should not be seen as a fateful constraint, but as an opportunity for improvement by human agency (Heinz, 1996). Through triangulating both quantitative and qualitative survey instrumentation, this study considers how the factors that influence attraction to Australian thoroughbred horse racetracks might change over the course of a racegoer's life, enabling them to overcome the immediate 'evocations' of these events in light of more enriched understandings of self.

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The House of Tourism Knowledge

Ana Maria Munar, Copenhagen Business School, Denmark

The discussion of research paradigms in tourism scholarship has resulted in many worthwhile contributions that examine paradigmatic influences at micro/scholarly community level. However, there is something essentially missing in the way we try to comprehend the production and evolution of tourism knowledge. In this essay I make use of a metaphor – the house – to visualize and problematize this topic. In its broadest conceptualization a paradigm means the existence of shared norms, conceptual frameworks and/or research traditions that characterize specific academic communities. A review of tourism epistemology shows that paradigm(s) has often been applied to examine what I metaphorically describe as ‘interior decorating’: The emergence, development, co-existence, and/or replacement/decay of diverse schools of thought attached to specific philosophies and methodological traditions (i.e. postpositivism, constructivism, critical research, humanism, feminist philosophy etc). What these proposals show is that the interior decorating of the house of tourism studies is increasingly eclectic, plural and complex. It is characterized by a cumulative pattern both in extensity (the house is now larger, more populated, heterogeneous and complex)- new topics are studied, new theoretical frameworks, new methodologies and forms of enquiry enter the field - and in intensity (the house is more solid and visible), there is a higher level of maturity and reflexivity in the academic community with processes of canonization and institutionalization of knowledge in the field (i.e. from international handbooks to highly reputed journals to institutions and other academic practices). However, focusing on the interior decoration of our tourism academy, we have forgotten to look at the house architecture and the overall environment where the house is built: the meta level of larger societal paradigmatic forces and the level of the multiplicity of knowledges about tourism.

If we conceive of the evolution of knowledge not as something that takes place in closed communities separated from the rest of the world, but as something that is time and space contingent and deeply embedded in the larger processes of change experienced by our societies, then it makes sense to look for theoretical contributions that explain major social transformations to better comprehend this evolution. This essay is an attempt to qualify this discussion by applying political philosophy and democratic theory (Habermas 1987, 1989; Held, 1987) to examine the meta-level of societal forces and later present the postdisciplinary debates currently unfolding in the tourism academy as an alternative emerging paradigm. From this perspective ‘the overarching paradigm’ regulating the environment where the house of tourism knowledge production is placed is not one of ‘neoliberalism’ (see Ayikoru, 2014) or ‘sustainability’ (see Jamal in Tribe et.al. 2015), but instead our house is embedded in a systemic paradigm. This paradigm is characterized by the increasing steering capacities of the state (or other bureaucratic organizations) and the market (capitalist systems of value production) and the diminishing of

the times, spaces and social environments in the tourism academy where communicative reflexivity and communicative projects (see Belhassen and Caton, 2009) can unfold. Postdisciplinarity with its emphasis and appreciation of the personal, the subjective, the plurality of knowledges, the quest for free and open-ended enquiry, the dialogical and the eclectic has the potential to act as a counter paradigmatic force to limit systemic dominance.

ART INSTALLATIONS & PRESENTATIONS

Diagramming the packing process

Kaya Barry, Deakin University, Melbourne, Australia

The artwork encourages participants to pack a bag, reflecting on the spatial relationships and material proximities of their actions. A suitcase and assorted objects are on the floor, so that while packing, participants can draw or diagram where each object is positioned within the bag as they pack. Large sheets of paper, plastic, and pens are provided. Once the drawings are complete, they are pinned on the wall, where the layering of paper and plastic sheets collates the variations of packing approaches as a visual documentation of each process. Together the collated diagrams invite reflection on the selection and arrangement of objects in the space of the bag, and the comparison to other participant's drawings and decisions. A diagram develops where visual, processual, and collaborative techniques merge to highlight one example of creative engagement during tourism.

Technical requirements:

- Area of approx. 3x3m is required for set-up.
- Wall that can have pins, tacks or bluetack affixed.
- I will provide suitcase, objects, pens, paper, plastic.
- Area will need to be set up for entire duration of the conference, to see accumulated production at the end.

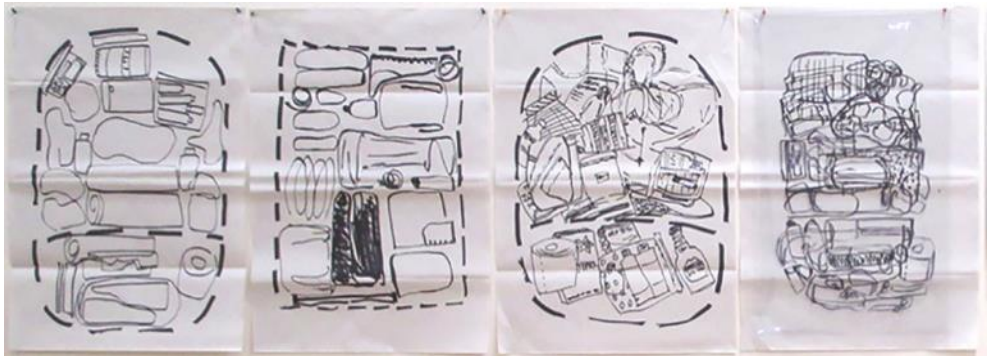
On the following page are example images from a trial exhibition in 2013.



Above: “Diagramming the packing process”, installed in Phoenix Gallery, Melbourne, September 2013.



Above: “Diagramming the packing process”, 2013.



Above: Some of the diagrams produced during “Diagramming the packing process”, 2013.
David Botterill and Tomas Pernecky

Advancing Tourism Knowledge in the Post Disciplinary Social Sciences

As post disciplinarity gradually dissolves the comfortable claims of discipline-specific, immunising, paradigms as the route to social scientific knowledge creation, progress in tourism knowledge must be grounded somewhere else. We both agree that, for us, somewhere else is in the general philosophical arguments on epistemology and ontology found in the social sciences. Following our recent exchanges in the *Annals of Tourism Research*, we will present our positions on the claims and counter claims of Constructionism and Critical Realism before opening the floor to delegate contributions to this crucial debate in securing the legitimacy of tourism research as social science.

Resonant Tourism (artistic exhibition/installation)

Keld Dam Schmidt, independent researcher, Copenhagen

Mads Bødker, Copenhagen Business School

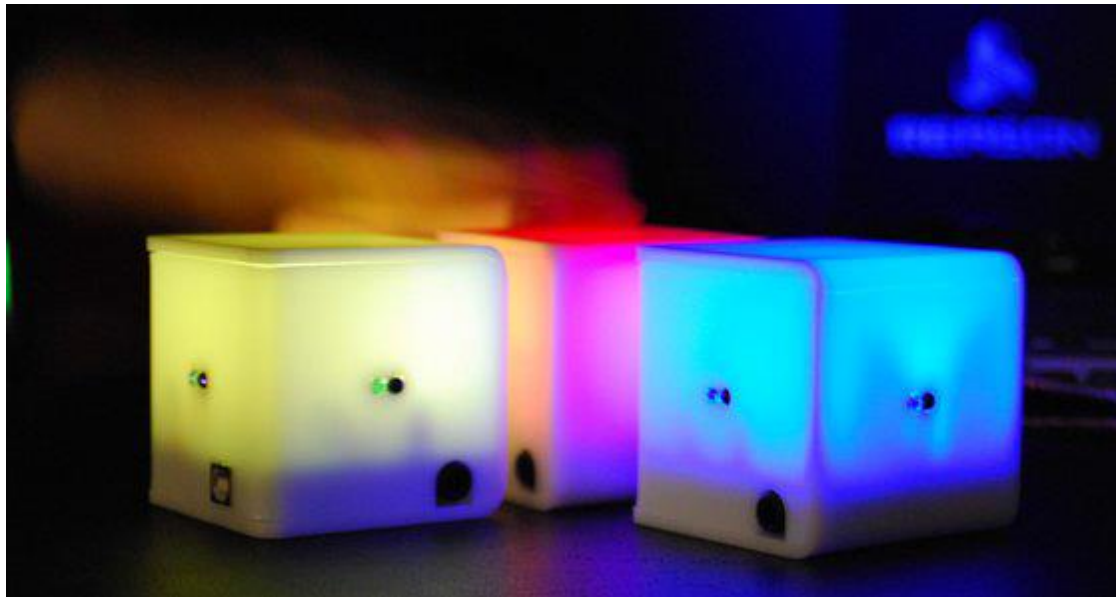
The exhibition or “piece” suggested asks a simple question: How do sounds matter? The work presented in the following is an attempt to affirm and reengage with the significance of sound and the sonic environments of places.

With few exceptions, the sonic environment and the acoustic affect of everyday life seems to be just out of reach of contemporary anthropological and sociological theoretical landscapes. However, few would argue against the assertion that sound (somehow) lend a shape and ‘colour’ to experiences, indeed that sonic or acoustic ‘scapes’ are often as important to our experience of place as the landscape perceived visually.

Rarely do we consider sound as an aspect of the experiential quality of travel and tourism. Yet while an argument with “the tourist gaze” might intuitively seem a good place to start the discussion of touristic soundscapes, I do not suggest that to gaze and to ‘listen’ are in any way inseparable. However, the foregrounding of the visual in anthropology (and indeed in tourism research) suggests that we need to be consider a remedial engagement with the aural. We need, I suggest, to learn to fore-ground and *re-sense* the sounds of travel and tourism. The inherent openness of the current piece, called “Resonant Tourism”, is intended as a suggestive, artistic work. It should be seen as a way to initiate a post-disciplinary dialogue about sounds and sonic landscapes in tourism. The piece attempts to allow us to meet experiences on other terms than the purely analytical ones that we typically resort to. Rather than discuss or analyse, “Resonant Tourism” invites the audience to simply lose themselves in, and to be affected by, soundscapes.

“Resonant Tourism” exhibits a number of urban and rural soundscapes recorded in Mid/Side Stereo configuration, a recording technique that enables a very ‘wide’ or dimensional acoustic space. A number of these sounds are looped, and can be manipulated (e.g. turned up and down relative to each other, panned, or stopped completely) using 7 Percussa AudioCubes connected to a computer. AudioCubes are small, wireless white acrylate cubes with built in dynamic LED’s (allowing colour change as feedback) and wireless connection to a computer. Sensors built into the cubes allows the audience to easily manipulate and explore the soundscapes, for instance by reaching out for a cube, or turning cubes to face each other. Rather than using a standard sound mixing console, the audio cubes provides a slightly

mysterious, but at the same time intuitively tactile and explorative interface to further audience engagement with the soundscapes.



Inviting the audience to manipulate a number of field recordings from tourist sites, “Resonant Tourism” encourages an expansion of the discussion of sound as part of the affective materiality in tourism. How, for instance, do sounds and the acoustic environment of places contribute to the affective presence and corporeal situated-ness of being a tourist? How do sounds figure as a particular modal quality of space? How do the sonic qualities of places figure in field work? Can an engagement with sounds be a way to (re-) affirm the embodiment and alive-ness of travel and tourism? Can it help us avoid stale and rigid forms of analytical scholarly work and instead allow ourselves to be wondrously carried away? Can it make away with disciplinary boundaries to instead permit creative, transgressive and ultimately alive forms of scholarship?

Installation details:

Watch a demo of Resonant Tourism in very early prototype form here:

[https://www.dropbox.com/s/h7um2300evm59z8/TouristResonance Demo.mp4?dl=0](https://www.dropbox.com/s/h7um2300evm59z8/TouristResonance%20Demo.mp4?dl=0)

A Landscape of Knowledge: Rethinking the Cartography of Tourism Geography

Kajsa G. Åberg. Department of Geography and Economic History, Umeå University.

This work aims at contributing to the development of ways to present research and thinking related to human geography. The conventional map based on physical extent is here replaced by cartograms where immaterial properties decide the proportion of the units the case area comprises. The method used is a combination of tools found in the social sciences of geography and statistics together with the cultural analysis approach within humanities exploring power hierarchies.

Northern Sweden has been regarded a resource for tourism with maps and photos of the area designed to visually confirm the lack of elements there. As a response, this work is based on register data with information related to aspects of the human inhabitants. Maps that meet the linguistic expectations of human geography.

The work is intended to be presented as an exhibition of cartograms in mixed methods of digital prints intensified through acrylic paint. The observing activity actualizes reflections on the tourist gaze and top-down view on destinations due to the outsider's perspective.

Hereby, the freedom of speech and access to technological scientific methods is used to create art that visualise how maps are an effective tool for maintaining as well as to challenge power.

STREAM 6.

African tourism studies in the (current) postdisciplinary era: A research agenda on the cardinal opportunities and challenges

Aaron Yankholmes, Institute for Tourism Studies, Colina de Mong-Há, Macau SAR-China

This work in progress illustrates the author's attempt to build up an ongoing transdisciplinary cum postdisciplinary research agenda on the interface that matters of cultural inheritance and cultural aspiration have in Africa with tourism. The study critically analyzes established and emergent African perspectives of the conduct of tourism management /tourism studies research, particularly in terms of 'wicked problems' (i.e., of complex and contested matters) of being and becoming. This inspection of tourism within a or the postdisciplinary era, translates into two objectives. The first is the author's personal reflection on the opportunities Africa tourism scholarship has as it taps into knowledge produced within and from Anglocentric /Eurocentric traditions. The second examines research output of Africa-based authors in the field of tourism and hospitality management, with the overall objective of examining their contribution to tourism and hospitality management literature and debates. Drawing upon a historical documentary analysis of authorship in forty tourism and hospitality journals- as obtained from the Scopus database from 1985 to 2014. This material suggests there is a lack of plurality and diversity in understanding the scope and direction of 'tourism knowledge', in and across Africa. The findings so far interpreted also suggest that international cross-fertilization of tourism and hospitality knowledge is indeed needed between those on the continent and those of African descent who work or live in the African diaspora.

Keywords: postdisciplinary; tourism knowledge production; wicked problem; plural knowability; Africa; ubuntu.

The Slow Rectification of Eurocentric Errors: Mapping and Mitigating the Sinews of Oppression which Deny Indigenous Possibility

Keith Hollinshead, The University of Bedfordshire, England

This Copenhagen presentation inspects the *performance pedagogy* and *the interpretive practice* of Tourism Studies, vis-à-vis the psychic health and aspirations of Indigenous populations around the world. It views Tourism Studies as an important site of critical and creative understanding, but one which considerably needs conceptual oxygenation from not only other fields (or disciplines) but from Indigenous cosmologies, ipso facto ... to free it from its continuing and undue reliance upon European / North Atlantic / Western contours of seeing and knowing.

In this call for postdisciplinary knowhow, this 'Denmark 2015' presentation will firstly detail four leading interpretive interests (or emergent scenarios of understanding and misunderstanding) which are as yet undervalued in Tourism Studies. Each of these four 'conceptual issues' or 'perceptual practices' will then be contextualised vis-à-vis contemporary Indigenous populations, before grounded insight is given as to how postdisciplinary avenues to 'knowing' can indeed specifically help on the said matter.

The four 'interpretive interests' are:

1 = THE APPEARANCE OF NEW SOCIAL JUSTICE CONCERNS VIS-A-VIS MATTERS OF POWER / TRUTH / ETHICS

Viz.: the development of new **critical standpoint epistemologies** which call for 'critical multilogicality', where Tourism Studies can learn to coterminously value different / multiple *competing* perspectives on the world.

2 = THE RISE OF NEW INTERPRETIVE PEDAGOGIES

Viz.: the recent *cross-fertilisation* of Indigenous worldviews / Indigenous cosmologies with new thinking on **decolonisation**, **the postcolonial**, **critical theory**, and **critical pedagogy**, et cetera, where such refreshed and / or emancipatory concerns rub up against each other.

3 = THE NEW BOLDNESS OF PERFORMANCE IN AND FROM THE MARGINS

Viz.: the late recognition (amongst non-Indigenous people) of the ubiquity and power of **performative activity**, and the related recent increases in confidence (amongst Indigenous populations) of the restorative and educational force of their own *externalised* cultural performances.

4 = *THE LATE CULTIVATION OF INDIGENOUS INQUIRY*

Viz.: the gestation of new forms of **true-to-group / true-to-community forms of inquiry** in which Indigenous peoples / Peripheral populations can faithfully / gratifyingly engage --- that is, of forms of *research processes* which centrally recognise and respect the myriad of ‘subaltern voices’ which exist ‘out there’ (even within a supposedly singular Indigenous people).

DMZ to Dokdo: Online representations of place and the semiotics of soft power in Korea

William Cannon Hunter, Ph.D. 巴索, Kyung Hee University, Seoul, South Korea

In this presentation the author works to re-align the position of the researcher in relation to the research context. Instead of working to fulfill grant requirements or the demands of government or DMO marketing strategies, this research is self-reliant and self-interested in pursuing the online social construction of destination image in contested border zones in South Korea.

In terms of postdisciplinarity, this presentation explores how disciplinary silos produce ready-made papers and articles that freeze the phenomenological ‘now’ in models and constructs. In addition the presentation reaches out to an exploration of how the online circulation of visual photographic representations un-seat authoritarian and strategic destination marketers’ efforts at white-washing the reality of contested border regions in one of the last vestiges of the Cold War, the Korean DMZ.

Korea has suffered a number of problems in terms of hard power in light of war and economic reverse engineering. Two examples are related to geo-political and physical boundaries. The first is the boundary between the North and South Korea, known as the DMZ. This boundary is an arbitrary and socially constructed divide between the totalitarian North and the Capitalist South. The second is Dokdo, an Island that represents the midline between the internationally defined maritime border between South Korea and the previously imperialistic and colonial Japan.

This study uses semiotic-empirical methods while rejecting disciplines or accepted practices to explore how the online destination image of these highly contested border regions contradict stereotypical representations of the national patriotic discourse. It has been found that the role of soft power via the online circulation of destination visual (photographic) representations has unseated or destabilized various nationalistic discourses.

In terms of the online touristic destination image, this presentation will open up conversations on the problems facing tourism researchers. How do we overcome the politically driven motives of destination marketers? How do we deal with development policy? How do we circumvent the nationalistic narratives of border maintenance?

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