

Tourism and Hospitality - the Nordic Ways

18th Nordic Symposium in Tourism and Hospitality Research
22nd - 25th October 2009, Esbjerg
Center for Tourism, Innovation and Culture, University of Southern Denmark

Let's face it – the Nordic countries are not amongst the cheapest destinations in the world, nor do we have the best weather or the sunniest and sandiest beaches to offer. Still, tourists come in order to experience our countries, scenic nature, gastronomy and, especially, 'the locals'. Furthermore, we have an innovative tourism industry that offers 'products' as diverse as ice hotels, New Nordic cooking, shopping and Santa Claus and which continuously tries to improve the variety of experiences encountered by visitors. Even more importantly, perhaps, we have urban areas, to which the ability to offer sustainable tourism products and genuine hospitality is not just a matter of additional income. Rather, such offers are critical to these areas.

At this 18th Nordic Symposium in Tourism and Hospitality Research, organised on behalf of the Nordic Society for Tourism and Hospitality Research (NORTHORS), we will direct focus towards the uniqueness of Nordic tourism and hospitality, and hope to draw on best practices from both the Nordic countries and from other parts of the World. Thus, our ambition is that the title of this year's conference 'Tourism and Hospitality – The Nordic Ways' inspires the participants to present, and learn from each other, so that the conference will contribute to better understanding of the strengths and opportunities of Nordic tourism and hospitality.

Program outline:

- * Wednesday 21st and Thursday October 22nd: Ph.D. workshop at SDU Esbjerg
- * Thursday October 22nd 2009, evening: Conference opening and reception.
- * Friday 23rd and Saturday October 24th: Conference days at SDU Esbjerg campus.
- * Sunday October 25th: Excursions in and around the newly appointed National Park in the Danish Wadden Sea area.

Other Important information:

Deadline for submission of abstracts: **June 20**.

Symposium fee, excl. accommodation, incl. all meals : DKK 3500

Cancellations received by **15 September** will be refunded with 50% of the fee.

For further information on the registration and payment, please visit the web site:

http://www.sdu.dk/Om_SDU/Institutter_centre/C_Tik/Nordic_Symposium2009/Registration.aspx



Keynote speakers:

Alain Decrop. Professor of Marketing at the Louvain School of Management and a member of CeRCLe (Center for Research on Consumption and Leisure) at the University of Namur, Belgium

C. Michael Hall. Professor of Marketing and the University of Canterbury, Christchurch, New Zealand and docent, Department of Geography at the University of Oulu, Finland, has longstanding teaching, publication and research interests in tourism, regional development and social/green marketing.

Dieter Müller. Professor of cultural geography at Umeå University, Sweden, has research interests with respect to tourism and regional development, mobility and tourism in peripheral areas.

Flemming Just. Professor, head of the Danish Institute of Rural Research and Development, and holds a wide variety of directorships and committee jobs.

The following Parallel tracks are planned:

- Policy and destination management
- Sustainable tourism
- Regional development
- Food and rural development
- Second homes / multiple dwelling
- Nature based tourism products, National Park and Ecotourism
- Destination and place marketing / branding
- Tourist behaviour and vacation decision-making
- Research and Education for Tourism and Hospitality incl. distance- and eLearning
- Festival and Event Management Research
- Culture production and tourism development
- Adventure tourism
- Innovation in Leisure, Tourism and Hospitality
- Tourism and Hospitality Human Resource Research

Please also notice the special calls for papers on *Adventure Tourism*, for papers on *Advancements in Festival Management research* and for papers on *Second Homes*.

For further information on the Abstract and Paper submission, please visit the web site:
http://www.sdu.dk/Om_SDU/Institutter_centre/C_Tik/Nordic_Symposium2009/Abstract.aspx

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