

Symposium programme — Day 1, 7 October

8:00 Registration desk opens					
8:30 Welcome: Inga Hlín Pálsdóttir (<i>Room 2+3</i>) CEO Visit Reykjavík					
8:35 Keynote speaker: Arnar Már Ólafsson (<i>Room 2+3</i>) Director General of the Icelandic Tourist Board and Vice-President of the European Travel Commission Chair: Ingibjörg Sigurðardóttir					
9:25 Coffee and refreshments					
9:45 Parallel sessions					
Room: 1 S4: City tourism destination – using a development potential in a changing world Chair: Göran Andersson, Södertörn University	Room: 2 S21: Human–Nature Relationships within Leisure Contexts Chair: Marianna Strzelecka, Linnaeus University	Room: 3 S25: Transformative tourism experiences Chair: Konstantin Gridnevskiy, NHL Stenden University of Applied Sciences	Room: 4 S16: A frightening friendship: collaborations between cultural institutions and tourism Chair: Guðrún Dröfn Whitehead, University of Iceland	Room: 5 S33: Rural Drive Tourism: Roads as Experience, Practice and Planning Chair: Tarja Tuulia Salmela, Arctic University of Norway	Room: 6 S13: Outdoor recreation and tourism in a changing world: Challenges of the Anthropocene Chairs: Kate Dashper, Tobias Heldt, Gabriella T Palmquist, Peter Carlman & Jason King. Leeds Beckett Univ., Dalarna Univ., Karlstad Univ.
<i>Presentations:</i> Title: Contested Urban Tourism Space: Heritage Struggles in Cape Town's Bo-Kaap Author: Jayne Rogerson, University of Johannesburg Title: Using Hackathons to Investigate How Visitor Attractions at the Perimeter of City Tourism Destinations Can Adapt to AI as Main Tourist Guide – A Research Idea? Author: Gustaf Onn, Södertörn University Title: Transnational Gentrifiers and Urban Transformation: The Case Study of Barcelona Authors: Montserrat Crespi Vallbona, University of Barcelona, and Oscar Mascarilla Miró Title: The Development Potential of Informal Business Tourism in the Urban Global South: Insights from Harare, Zimbabwe Authors: Christian Rogerson, University of Johannesburg, and Logistic Makoni	<i>Presentations:</i> Title: The Impact of Digital & Virtual Technology on Visitors: The Experience Economy Model Tested at the LAVA Centre Interactive Volcano Show in Hvolsvöllur, Iceland Authors: Einar Svansson, Bifröst University, and Bárður Örn Gunnarsson Title: From Choice to Perception: Visitor Responses to Offshore Wind Farm Scenarios Authors: Marianna Strzelecka, Linnaeus University, Solène Prince, Marleen Schwarze, and Arash Akhshik Title: Participatory Mapping of Ecosystem Service Values in the Kristianstads Vattenrike Biosphere Reserve Author: Marleen Schwarze, Linnéuniversitetet Title: Seeing Authenticity: A Photo-Ethnographic Exploration of Visitors' Lived Experiences at Niah National Park Author: Brian Kee Mun Wong, Swinburne University of Technology Title: A Sensory Ethnography of the Wintery MTB Trailscape Author: Vesa Markuksela, University of Lapland	<i>Presentations:</i> Title: From Sensory Experience to Personal Transformation: Rethinking the Impact of Gastronomy Tourism Author: Inna Kopoteva, University of Helsinki, Ruralia Institute Title: From Experience to Ambassadorship: The Transformative Role of Science in Antarctic Deep-Field Tourism Author: Alix Varnajot, University of Oulu Title: Museum Immersion as a Catalyst for Transformative Experiences Author: Olga Gjerald, University of Stavanger Title: Transformative for Whom? Towards Conceptual Clarity Around Tourist Transformation in Extraordinary Environments Authors: Elizabeth Cooper, University of Groningen, Anna Zinn, and Zdenka Sokolickova Title: When Tourism Transforms Us: Rethinking the Valence of Tourist Transformation Authors: Konstantin Gridnevskiy, NHL Stenden, Dr. Catriona Murphy, and Dr. Elena Cavagnaro	<i>Presentations:</i> Title: Strengthening the Foundations: How to Increase Collaboration Between Icelandic Museums and the Tourism Industry? Author: Vera Vilhjálmisdóttir, Icelandic Tourism Research Centre Title: Between Cultural Tourism and Public Mission: What Libraries Can Learn from the Museum Sector Authors: Jamie Rose Johnston, University of Iceland, Radoslav Hristov, and Tania Todorova Title: Playing with Integrity: Museums Between Engagement and Disneyfication Author: Stefanie Steinbeck, National Museum of Denmark Title: From Heritage to Destination: Tourism Strategies in Viking Age World Heritage Sites Author: Helga Vollertsen, University of Iceland, National Museum of Iceland Title: Between Image and Authenticity: Responding to Cross-Cultural Imaginaries in Icelandic Museums Author: Yixuan Lu, University of Iceland	<i>Presentations:</i> Title: Passion at the Intersection of Drive and Car Tourism in a Rural Context Author: Helene Maristuen, Western University of Applied Sciences Title: The "Unstoppable" Road Author: Tarja Salmela, UiT The Arctic University of Norway Title: How Information Shapes the Road: Self-Drive Tourism in Rural Contexts Authors: Jörgen Eksell, Lund University, and Maria Månsson Title: Old Rural Roads as Multiplex Experiencescapes Author: Reidar J. Mykletun, Universitetet i Stavanger	<i>Presentations:</i> Title: Interpreting Nature as Resource: Insights from Nature-Based Tourism Firms Authors: Preston Leino, University of Eastern Finland, Henna Konu, and Esko Sorakunnas Title: Compliance to Pay for Groomed Cross-Country Skiing Trails: An Actor-Network Theory Approach Authors: Ioanna Farsari, Dalarna University, Jana Brehmer, and Tobias Heldt Title: Hiking Infrastructure Changes as a Management Measure to Steer Recreational Use in Protected Areas with Important Wildlife Habitats Authors: Saumya Rathnayake, The Norwegian University of Life Sciences, Øystein Aas, and Vegard Gundersen Title: Rethinking Places for Sport in the Anthropocene Authors: Peter Carlman, Karlstad University, and Gabriella Torell Palmquist Title: Hooves on Shifting Ground: Sustainability Transitions at Landsmót Authors: Áskell Heiðar Ásgeirsson, University of Iceland at Hólar, Laufey Haraldsdóttir, Ingibjörg Sigurðardóttir, and Sigríður Rósa Bjarnadóttir

11:05 Break**11:15 Parallel sessions**

Room: 1 S4: City tourism destination – using a development potential in a changing world (continued) Chair: Göran Andersson, Södertörn University	Room: 2 S11: Tourism as a facilitator of social equity and inclusion Chair: Marianna Preston, University of Eastern Finland	Room: 3 S8: Digital-detox tourism practices: theoretical approaches and managerial implications Chairs: Eroze Sthapit and Peter Bjork. Manchester Metropolitan Univ., HANKEN School of Economics	Room: 4 S22: Heritage Ecologies: Creative Entrepreneurship for Regenerative Rural Futures Chairs: Katrín Anna Lund and Anna Hildur Hildibrandsdóttir. Univ. of Iceland, Bifröst Univ.	Room: 5 S27: Pay-Per-View Tourism and the Politics of Parking Fees Chair: Ari Martin Laakso, University of Lapland	Room: 6 S13: Outdoor recreation and tourism in a changing world: Challenges of the Anthropocene (continued) Chairs: Kate Dashper, Tobias Heldt, Gabriella T Palmquist, Peter Carlman & Jason King. Leeds Beckett Univ., Dalarna Univ., Karlstad Univ.
<i>Presentations:</i> Title: Recommend or Not? A Conative Analysis of TripAdvisor Reviews on Finnish City Destinations Author: Peng Yang, University of Eastern Finland Title: City Tourism Destination – A Development Project in the Stockholm Region Author: Göran Andersson, Södertörn University	<i>Presentations:</i> Title: Social Exclusion and Conflicts at "The Last Resort": An Inquiry of Stakeholder Stereotypes, Emotions, and Behaviors in Wellness Tourism Destinations Author: Xiaoyue Xiao, The Hong Kong Polytechnic University Title: Health Risk Perception in Tourism: Exploring Technology Adoption of Diabetic Travellers Author: Jessie Chen, University of Eastern Finland Title: Inclusion in Outdoor Activities: Perspectives from Funded Initiatives in Sweden Author: Parisa Setoodegan, Mittuniversitetet Title: INISHBOFIN: IE-SLOWDOWN-Inspired Social Innovation Author: Marianna Preston, University of Eastern Finland	<i>Presentations:</i> Title: FOMO and Digital Detox in Tourism: Contrasting Appeals and Emerging Consumer Behaviours Author: Yuhanis Aziz, University of Sharjah Title: Disconnected Bliss: Evaluating the Travel Satisfaction of Digital Detox Holiday Tourists (DDHT) Author: Krishma Rana, Central University of Jammu Title: Digital Detox Tourism in Finland – A Status Review Author: Peter Björk, Hanken School of Economics	<i>Presentations:</i> Title: Rethinking Rural Tourism: Heritage, Values, and Paths to Regenerative Change Authors: Anna Hildur Hildibrandsdóttir, Bifröst University, and Katrín Anna Lund Title: Who Makes Dalir the Yule Lads' Land?: Poetry, Landscape and Community Permission in Heritage-Based Tourism Authors: Anna Hildur Hildibrandsdóttir, Bifröst University, and Einar Svansson	<i>Presentations:</i> Title: Pay Per View Tourism and the Inauguration of an Annual Pass to Snæfellsjökull National Park Authors: Guðrún Þóra Gunnarsdóttir, ITRC, and Johannes Welling Title: From Freedom to Roam to Freedom to Pay: Pay-Per-View Tourism and the Politics of Parking Fees Author: Ari Laakso, University of Lapland Title: Selling Secrets: Can Visitor Levy Help Protect Local Hidden Gems? Author: Gaute Emil Svensson, UiT The Arctic University of Tromsø	<i>Presentations:</i> Title: Negotiating Everyone's Rights in Shared Landscapes Author: Minna Nousiainen, University of Lapland Title: Nature First, People First, or Something in Between? Exploring the Complexities of Balancing Nature Protection and Public Access/Recreation on Nature Reserves Authors: Kate Dashper, Leeds Beckett University, Adele Doran, and Jason King Title: Forests and Firewood, the Anthropocene and Protected Areas Author: Chris E. Hurst, Northumbria University

12:15 Lunch**13:00 Parallel sessions**

Room: 1 S17: From Insight to Impact: Reevaluating Visitor Understanding for Sustainable Nature-Based Tourism Chairs: Noelien Wilsnach, Zsolt Kazai, Saumya Rathnayake, Henna Konu. The Norwegian University of Life Sciences, University of Eastern Finland	Room: 2 S29: Towards Decent Work? Dynamics of Employment in Arctic Tourism Sector Chair: Outi Rantala, University of Lapland	Room: 3 S26: Sustainable Behaviour in Tourism and Hospitality Chair: Sarah Seidel, NHL Stenden University of Applied Sciences	Room: 4 S3: Tourism Innovation for Regenerative Futures Chair: Olga Høegh-Guldberg, Nord University	Room: 5 S20: Sustainable Business Models in Tourism and Hospitality: Circularity, Resilience, Governance and Impact Chairs: Kelsey M. Johansen, Aylin Poroy Arsoy & Juanita Blue. Natural Resources Institute Finland, Bursa Uludag University, Atlantic Technological University	Room: 6 S14: Community-centred and Place-based Regenerative Cultural Tourism in Northern/Arctic Rural, Island and Peripheral Communities Chair: Alöna Roitershtein, Robert Gordon University	Room: Outdoor (Meet outside hotel entrance) S23: Walking towards more-than-human tourism futures Chairs: Elva Björg Einarsdóttir, Emily Höckert, Jasmine Zhang and Maxim Vlasov. University of Iceland, University of Lapland, Swedish University of Agricultural Sciences, Umeå University
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Presentations: Title: How Instagram Shapes Visitors' Relation to Wild Places Authors: Lovisa Ulrica Molin, Norwegian University of Life Sciences, Sofie K. Selvaag, and Øystein Aas	Presentations: Title: The Relationship Between Employee Satisfaction and Performance in Hotels Author: Magnús Ásgeirsson, University of Iceland	Presentations: Title: When Sustainability Meets Technology: How Context Shapes Guest Behaviour in Rural and Urban Hospitality Authors: Sofia Almeida, Universidade Europeia, CETRAD-UTAD, Natalia Pacheco, Alexandre Guedes, and Lelis Espartel	Presentations: Title: Comparing Innovation Capabilities in Mountain Destinations: An Analysis of Management Systems' Properties Authors: Stine Lien, University of Inland Norway, and Kelvin Owusu	Presentations: Title: Virtual Nature Tourism as a Circular Business Model Innovation: Insights from the VERNE Pilot in Finland Authors: Kelsey Johansen, Natural Resources Institute Finland, Tuomas Kari, and Liisa Tyrväinen	Presentations: Title: Place-Based Regenerative Action vs. National Sustainability Certification? - Case Sustainable Travel Finland Author: Roosa Ridanpää, University of Oulu	Presentations: Title: Weaving a Partial History of the Western Part of Öskjuhlíð Author: Tarja Salmela, UiT The Arctic University of Norway
Title: When Nature Meets Technology: Understanding Use of Digital Apps Among Outdoor Recreationists and Associated Communication Opportunities Authors: Saumya Rathnayke, The Norwegian University of Life Sciences, Øystein Aas, and Peter Fredman	Title: Bridging the Temporal Gap: Meaningful Work in Precarious Arctic Tourism Author: Mari Angeria, Lapland University of Applied Sciences & University of Oulu	Title: Recreation as a Catalyst for Sustainable Tourism Innovation: Insights from the Recreation Cluster in Innlandet, Norway Authors: Anne Jørgensen Nordli, University of Inland Norway, Monica Breiby, and Flemming Sørensen	Title: Influencing Sustainable Food Consumption During Holidays Among Generation Z Author: Sarah Seidel, NHL Stenden University	Title: Transitioning to Circular Food Systems in Tourism: A Sustainable Business Model Approach from Pomurje Authors: Aylin Poroy Arsoy, Bursa Uludag University, Padraig Gallagher, Elif Yucel, and Janja Viher	Title: Toward a Regenerative Sauna Framework: Governance, Cultural Depth, and Rural Futures Author: Becky Pelkonen, University of Eastern Finland	Title: Walking with Collective Temporalities Author: Chris E. Hurst, Northumbria University
Title: Demand for Nature-Based Services: Visitor Insights from a Qualitative Study in Finland Authors: Riikka Puhakka, LAB University of Applied Sciences, and Ursula Siltanen	Title: From Sustainable Tourism Knowledge to Workplace Practice: The Role of Virtual Exchange (COIL) Author: Steve Harbert, Robert Gordon University	Title: Sustainable Restaurants Toolkit – Co-Creating Sustainable Futures Authors: Francisca Farache, University of Brighton, Adam Jones, and Julian Riano	Title: Competence Gaps in Tourism and Hospitality: A Structured Literature Review for Navigating Future Skills Development Authors: Ove Oklevik, Western Norway University of Applied Sciences, Timo Halttunen, Christian Dragin-Jensen, Carlos Ferreira, Susanna Saari, and Grzegorz Kwiatkowski	Title: Explore Engage Enjoy? - First Insights from a Food and Nature Intervention that Want the Tourists to Learn – and Give Back Something Authors: Bent Egberg Mikkelsen, ULUND, Josefine Østrup Backe, and Michael Johansson	Title: Working with the Community: The Røst Tourism Manifesto Author: Marzia Liuzza, University of Padova, Ca' Foscari University of Venice	Title: Walking the Vatnsfjörður Trail Author: Elva Björg Einarisdóttir, University of Iceland
Title: Understanding Visitor Behavior in Nature-Based Wellness Tourism: Insights from the South Baltic Region Author: Daumantas Bočkus, Klaipėda University	Title: Keeping the Spirit Alive: Intergenerational Transition and Renewal in Family Tourism SMEs Author: Verena Karlsdóttir, University of Akureyri	Title: The Significance of Environmental Features in Airbnb Guest Experience Author: Liv-Randi Røyset, University of Stavanger	Title: Digital Hospitality and Socio-Technological Practices: Enabling and Challenging Regenerative Tourism Futures Author: Petra Paloniemi, Lapland University of Applied Sciences	Title: EcoSmart Hospitality: A Green and Digital Competence Framework and Readiness Assessment for Sustainable and Resilient SMEs Authors: Tara Doherty, Atlantic Technological University, Ciaran O'hAnnrachain, and Juanita Blue	Title: Micro, Small and Medium Food and Drink Producers: Place, Culture and Community in North-East Scotland Author: Anne Singleton, Robert Gordon University	Title: Encountering Extinction: Narrating Stillness with Moving Atmospheres Author: Katrín Anna Lund, University of Iceland
Title: Knowledge Management Capabilities in Nature-Based Tourism Firms Author: Zsolt Kazai, University of Eastern Finland	Title: Beyond Resource Extraction: Exploring the Scope, Structure and Dynamics of the Emerging International Tourism Labour Market in the Swedish Arctic Peripheries Author: Ekaterina Kovbas, Umeå University	Title: Innovating Sustainable Food Experiences through Retrovation in Tourism Authors: Gunhild Wedum, University of Inland Norway, and Jonas Åström	Title: The Quest for Sustainability in Hotels Authors: Magnús Ásgeirsson, University of Iceland, and Gunnar Þór Jóhannesson			

14:20 Break

14:30 Parallel sessions

Room: 1 S17: From Insight to Impact: Reevaluating Visitor Understanding for Sustainable Nature-Based Tourism (continued) Chairs: Noeliën Wilsnach, Zsolt Kazai, Saumya Rathnayake, Henna Konu. The Norwegian Univ. of Life Sciences, Univ. of Eastern Finland	Room: 2 S29: Towards Decent Work? Dynamics of Employment in Arctic Tourism Sector (continued) Chair: Jarrko Saarinen, University of Oulu	Room: 3 S26: Sustainable Behaviour in Tourism and Hospitality (continued) Chair: Sarah Seidel, NHL Stenden University of Applied Sciences	Room: 4 S3: Tourism Innovation for Regenerative Futures (continued) Chair: Olga Høegh-Guldberg, Nord University	Room: 5 S20: Sustainable Business Models in Tourism and Hospitality: Circularity, Resilience, Governance and Impact (continued) Chairs:Kelsey M.Johansen, Aylin Poroy Arsoy & Juanita Blue.Natural Resources Institute Finland, Bursa Uludag Univ., Atlantic Technological Univ.	Room: 6 S14: Community-centred and Place-based Regenerative Cultural Tourism in Northern/Arctic Rural, Island and Peripheral Communities (continued) Chair: Alöna Roitershtein, Robert Gordon University
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Presentations: Title: Financing Protected Area Management in Latvia: Governance Structures, Pressures, and Emerging Needs Authors: İlker GÜL, Vidzeme University of Applied Sciences, Andris Klepers, and Agita Livina Title: Market-Based Approaches to Biodiversity and Landscape Conservation in Tourism: Insights from Finland's Landscape and Recreation Value Trade Pilot Authors: Liisa Tyrväinen, Natural Resources Institute Finland, and Henna Konu Title: Tourism, Neoliberalism, and the Commodification of Nature in the Arctic: A Systematic Review Authors: Jumanah Khan, University of Iceland, Rannveig Ólafsdóttir, and Anna Dóra Sæþórsdóttir Title: Governing Growth: Tourism Dynamics and Sustainability Challenges in Iceland Authors: Rannveig Ólafsdóttir, University of Iceland, Anna Dóra Sæþórsdóttir, and Jumanah Khan	Presentations: Title: Tourism Employment and Precarity in the Arctic Authors: Gunnar Þór Jóhannesson, University of Iceland, Outi Rantala, and Pat Maher Title: Tourism Employment in Canada and Its Norths - Towards Decent Work Authors: Suzanne de la Barre, Vancouver Island University, Dylan Soo, Natalya Brown, and Pat Maher Title: Toward Decent Work in Icelandic Tourism: Foreign Labour, Seasonality and Regional Sustainability Authors: Íris Hrund Halldórsdóttir, University of Iceland, and Magnfríður Birnu Júlísdóttir Title: "Floating Around During [the] COVID-19 [Pandemic]": Precarity of Nationality Onboard Cruise Ships Authors: Alexandra Yingst, University of Iceland, Gunnar Þór Jóhannesson, and Unnur Dís Skaptadóttir Title: Labour Precarity in Arctic Tourism: A Patchy Anthropocene Perspective Authors: Albina Pashkevich, Nord University, and Dorothee Bohn, Arctic Centre, University of Lapland, Rovaniemi, Finland	Presentations: Title: Sustainable Tourism and Ecosystem Services in Saline Environments in Texel, the Netherlands and Maremma National Park, Italy Author: Katarzyna Negacz, VU Amsterdam Title: Nature Guides as Agents of Change. Does Training Matter for Sustainable Tourism Practices? Authors: Peter Fredman, Mid Sweden University, Olga Milinchuk, and Hoai Nam Dang Title: Guides as Facilitators of Transformative Experiences that Inspire Pro-Environmental Behaviour Authors: Margrit Kärp, University of Tartu, and Julia Nina Albrecht Title: Does Environmental Concern Shape Wildlife Tourism Experiences? Evidence from Whale-Watching Authors: Jinghua Xie, University of Stavanger, and Aaron Tkaczynski	Presentations: Title: Innovating with Care: Sustainability, Resilience, and Values in Philippine Diving Tourism Author: Hindertje Hoarau-Heemstra, Nord University Title: The Future of Luxury Hospitality: Mapping Regenerative Pathways in Finland and New Zealand Authors: Tracy Harkison, Auckland University of Technology (AUT), and Riina Iloranta Title: Regenerative Experience Design in Tourism Authors: Olga Høegh-Guldberg, Nord University, Dorte Eide, and Lars Fuglsang Title: From Ambiguous Ideals to Situated Practice: Innovating for Regenerative Tourism Authors: Julie Bønnelycke, UCL University College, Lars Pynt Andersen and Julius Stephan Title: Tourism Innovation for Regenerative Futures: Cross-Paper Reflections and Discussion Chair: Olga Høegh-Guldberg, Nord University	Presentations: Title: Success at a Cost: Hard Lessons from Tromsø - Soft Policy Responses Author: Per Kåre Jakobsen, UiT The Arctic University of Norway Title: Turning Theory into Workable Models: Regenerative Tourism Model for the Public Sector and Regenerative Tourism Public–Private Partnership (PPP) Business Model Authors: Daisy Silvennoinen, Karelia University of Applied Sciences, Keijo Koskinen, and Dr. Tarja Kupiainen Title: Food for Thought: Reflections on Food Waste Reduction in Independent Restaurants Authors: Adam Jones , University of Brighton, Kamila Walters, and Francisca Farache	Presentations: Title: Contextual Sensitivity Leadership in Regenerative Tourism Futures in the Arctic Author: Heidi Kaihua, Lapland University of Applied Sciences Title: Conceptualising Regenerative Storytelling: Potential Understandings and Applications Authors: Jennifer Holman, University of Waterloo, Michela J. Stinson, and Bryan S. R. Grimwood Title: Contested Identities of a Place: Perspectives of Different Stakeholder Groups Author: Harald Dolles, Molde University College - Specialized University in Logistics Title: From Tourism Product to Cultural Affordance: Rural Festivals, Community Building, and Place Attachment Author: Ingunn Elvekrok, University of South-Eastern Norway
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15:50 Coffee and refreshments

16:10 Parallel sessions

Room: 1 S6: Place design – for responsible development Chairs: Laila Gibson and Lotta Braunerhielm. Karlstad University	Room: 2 Towards Decent Work? Dynamics of Employment in Arctic Tourism Sector. Panel session – a continuation of S29 Panel Chair: Gunnar Thór Jóhannesson, University of Iceland	Room: 3 S15: Northern Encounters: Grief, Landscape, and Tourism Atmospheres Chair: Gina Khamis, University of Girona	Room: 4 S24: Regulation of cruise tourism in relation to small coastal and island communities in the Arctic Chairs: Antje Neumann and Helga Númadóttir. University of Akureyri, Stefansson Arctic Institute	Room: 5 S2: Reworking Inclusion in Place Branding: Power, Ethics, and Transformation Chairs: Jörgen Eksell, Maria Månsson, and Eva Maria Jernsand. Lund University, Gothenburg University
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Presentations: Title: Destination Design of Film Tourism Location Author: Marit Piirman, University of Tartu Title: Citizen Engagement in Sustainable Rural Mobility Transition: Insights from Geographical Transition Lab Sälenfjällen, Sweden Author: Beatrice Waleghwa, Dalarna University Title: Impacts of Nature-Based Tourism in Arctic & Subarctic Islands; Faroe Islands, Finland's Archipelago Sea, Iceland, and Shetland Islands Author: Maureen Whalen, University of the Highlands and Islands Shetland Title: Creating a Sustainable Rural Ecosystem for Place Development Author: Laila Gibson, Karlstad University	Panelists: Jóhannes Þór Skúlason, CEO Icelandic Tourist Industry Association Outi Rantala, University of Lapland Suzanne de la Barre, Vancouver Island University Kristjana Fenger, Icelandic Confederation of Labour Ekaterina Kovbas, Umeå University This session proposal presents and discusses the findings from the first year of the project Tourism Employment in the Arctic: Towards Decent Work conducted by seven universities within the UArctic Thematic Network on Northern Tourism and funded by the Nordic Council of Ministers Arctic Co-operation Programme, the Canadian Global Arctic Leadership Initiative (GALI) and Nordplus and Erasmus mobility schemes.	Presentations: Title: With: Relational Ontologies and Ethics for Posthumanism Authors: Emily Höckert, University of Lapland, Ana María Munar, Katrín Anna Lund, and Claudia Eger Title: Mourning with Landscape Author: Bryan Grimwood, University of Waterloo Title: Feeling Tourism Ruination at Niagara Falls, Canada Author: Michela Stinson, Université du Québec à Montréal Title: Walking Through Loss: Grief, Pilgrimage and Therapeutic Landscapes in the Rural UK Author: Jaeyeon Choe, Dalarna University	Presentations: Title: Local Perceptions on Sustainability and Governance of Cruise Tourism in Northern Iceland and Southern Greenland Author: Élise Lépy, University of Oulu Title: Challenges and Opportunities for Communities in Northeast Iceland to Regulate Cruise Tourism in a Sustainable Manner Authors: Antje Neumann, University of Akureyri, and Helga Guðrún Númadóttir Title: Regulation of Cruise Tourism in Svalbard Author: Julia Olsen, Nord University	Presentations: Title: Inclusive Place Branding as Contested Practice: Insights from Hammarkullen Authors: Emma Björner, University of Gothenburg, and Eva Maria Jernsand Title: More-Than-Human Inclusion: Rethinking Place Branding Governance Authors: Jörgen Eksell, Lund University, Maria Månsson, and Marlene Wiggill Title: Locals Inclusion for Destination Development – New Paradigm New Model Author: Peter Björk, Hanken School of Economics Title: Rewriting the Arctic Through Neurodiverse Perception: Toward Inclusive Sensory Place Branding Author: Hazel Gant, University of Portsmouth
17:10 End of Conference Programme – Day 1 19:00 Conference dinner at Bryggjuhúsið Address: Vesturgata 2, 101 Reykjavík				

Symposium programme — Day 2, 8 October

8:30 Keynote speaker: Henna Konu (<i>Room 2+3</i>) Professor in Tourism Business at the University of Eastern Finland Chair: Rannveig Ólafsdóttir				
9:20 Coffee and refreshments				
9:40 Parallel sessions				
Room: 1 S5: Ethical and responsible tourism in a changing world: Agency, accountability and limits Chairs: Siamak Seyfi, University of Oulu	Room: 2 S32: Planning for “Good” Tourism in the Nordic Region Chairs: Anna Karlsdóttir and Íris Hrund Halldórsdóttir. University of Iceland	Room: 3 S31: Work in Tourism and Hospitality: Precarity, Power, and Possibilities for Change Chairs: Eleonora Rossi, Maria Thulemark, Tara Duncan and Susanna Heldt Cassel. Örebro Univ., Dalarna Univ. and Thompson Rivers Univ.	Room: 4 S7: Implementing regenerative tourism in local contexts – learnings from ‘the ground’ Chairs: Andreas Skriver Hansen and Christian Dragin-Jensen. Centre for Regional and Tourism Research, SEA Business Academy	Room: 5 W35: Turning generation Z student career aspirations into sound pedagogical solutions Facilitator: Susanna Saari, Turku University of Applied Sciences
<i>Presentations:</i> Title: Relational Power in Tourism Governance Author: Lovisa Ulrica Molin, Norwegian University of Life Sciences Title: Ethical Dimensions of AI in Digital Tourism Marketing – Insights from Finnish Lapland Authors: Päivi Hanni-Vaara, Lapland University of Applied Sciences, José-Carlos García-Rosell, and Richa Agrawal Title: Assembling the Arctic: Technology and the Making of Arctic Imaginaries Author: Marianna Leoni, University of Oulu Title: Natural Resource Management Strategies of Nature-Based Tourism Firms Author: Pinja Leino, University of Eastern Finland, Henna Konu and Esko Sorakunnes	<i>Presentations:</i> Title: Strings from Nordic Rural Tourism and from Danish and Swedish Experiences of Thinking Sustainability Beyond Economic Returns Author: Anna Karlsdottir, University of Iceland Title: Planning for "Good" Tourism? Destination Management Plans, Municipal Responsibilities and Regional Coordination in Iceland Author: Íris Hrund Halldorsdottir, University of Iceland Title: Planning with Risks: Airports, Laws and Repercussions Authors: Gunnar Þór Jóhannesson, University of Iceland, and Carina Ren Title: Managing Overtourism in Protected Areas: A Longitudinal Study of Tourist Attitudes in Pingvellir National Park, Iceland Authors: Anna Dóra Sæþórsdóttir, University of Iceland, Édita Tverijonaite, and Anna Helga Jónsdóttir	<i>Presentations:</i> Title: Leadership-Oriented and Digital Skills in High-Contact Hospitality Occupations: Evidence from Norwegian Job Advertisements Authors: Alireza Ebrahimi, University of Stavanger, Olga Gjerald, and Tom Brökel Title: Working in the Kitchen: Labour, Space, and Inequality in Tourism and Hospitality Author: Maria Thulemark, Dalarna University Title: Performing National Identity through Embodied Sonic Practices in Italian Restaurants in Sweden Author: Eleonora Rossi, Dalarna/Örebro University Title: Positive Practices of Multicultural Work Communities in Lapland Authors: Sini Kestilä, Lapland University of Applied Sciences, and Minna Väyrynen Title: Women Only - Women Only Networks, Precarity and Career Advancement in Hospitality Authors: Francisca Farache, School of Business and Law, University of Brighton, Madhobi Hossain, and Adam Jones	<i>Presentations:</i> Title: What Makes Tourism Regenerative? A Resident-Based Quantitative Model of Regenerative Tourism Experiences and Net-Positive Outcomes in the UAE Author: Yuhanis Aziz, University of Sharjah Title: Operationalizing Regenerative Destination Development: Living Lab and Action Research in Practice Authors: Anne Wally Ryan, Nord University, Maria Bogren, Albina Pashkevich, Jorunn Grande, and Anne Haga Title: Towards a Regenerative Future in Tourism – A Case Study from Finnish Lapland Authors: Heidi Kaihua, Lapland University of Applied Sciences, Petra Paloniemi, and Maarit Tihinen Title: Destination Campaigns as Enablers of Regenerative Tourism: Lessons from CopenPay Authors: Matias Thuen Jørgensen, Roskilde University, and Jordi Vegas-Macias	The workshop is open to all conference attendees. Participants who wish to take part are encouraged to contact the facilitator Susanna Saari (susanna.saari@turkuamk.fi) beforehand to receive the qualitative data in focus of the group discussion. To enable fruitful discussion, it is recommended that participants familiarise themselves with the key findings. The qualitative material (international narratives analysed n=48) we already have is very rich and interesting, your insights and participation will be highly valued.
11:00 Break				
11:10 Parallel sessions				
Room: 1 S5: Ethical and responsible tourism in a changing world: Agency, accountability and limits (continued) Chairs: Siamak Seyfi, University of Oulu	Room: 2 S32: Planning for “Good” Tourism in the Nordic Region (continued) Chairs: Anna Karlsdóttir and Íris Hrund Halldórsdóttir. University of Iceland	Room: 3 S31: Work in Tourism and Hospitality: Precarity, Power, and Possibilities for Change (continued) Chairs: Eleonora Rossi, Maria Thulemark, Tara Duncan and Susanna Heldt Cassel. Örebro University, Dalarna University and Thompson Rivers University	Room: 4 S7: Implementing regenerative tourism in local contexts – learnings from ‘the ground’ (continued) Chairs: Andreas Skriver Hansen and Christian Dragin-Jensen. Centre for Regional and Tourism Research (CRT), SEA Business Academy	Room: 5 W36: Tourism & the Moving Image in a form of graphic facilitation workshop Facilitator: Marit Piirman, University of Tartu Pärnu College

Presentations: Title: Tourism and Social Sustainability in a Context of Ongoing War: The Ambivalence of Local Perspectives Authors: Johan Hultman, Lund University, Ioana-Gabriela Denes, Syeeda Raisa Maliha, Alina Lidén, and Erika Andersson Cederholm Title: Making Kin with the Hjuksån River: Rewilding Camps as Experiment in Human-River Relationality Authors: Maxim Vlasov, Swedish University of Agricultural Sciences/Umeå University, Eva Gielen, and Jasmine Zhang	Presentations: Title: Regenerative Tourism in Local Contexts – Between Fatigue & Enthusiasm in the VERNE Co-Creative Community of Practice on Bornholm Authors: Bent Egberg Mikkelsen, ULUND, Josefine Østrup Backe, and Michael Johansson Title: Antarctic Scientific Bases as a Space of Social Sustainability under Increasing Tourism Pressure Authors: Katia Iankova, Higher Colleges of Technology, and Sonia Mileva	Presentations: Title: Union Activism Against Social Dumping in Tourism in Iceland Authors: Magnfríður Birnu Júlíusdóttir, University of Iceland, and Íris Hrund Halldórsdóttir Title: Sexual Harassment in Extended Client Relationships: A Case Study of Ski Instructors Authors: Nelli Heiskanen, University of Eastern Finland, and Kelsey M. Johansen Title: Challenges in Addressing Customer Sexual Harassment of Frontline Service Workers in Scotland's Tourism and Hospitality Sector Author: Paul Prescott, University of Strathclyde Title: Lost in Space: Imagining Tourism, Hospitality and Service Worker Futures Authors: Richard Robinson, Northumbria University, Wilson, S., Newman, C., and Griffiths, E.	Presentations: Title: A National Park Recipe on Regenerative Tourism – Experiences and Learnings Author: Andreas Skriver Hansen, Center for Regional and Tourism Research Title: Implementing Regenerative Tourism in Local Contexts – Comparing Bottom-Up Community-Based and Top-Down Destination-Based Approaches Authors: Andreas Skriver Hansen, Center for Regional and Tourism Research, and Christian Dragin-Jensen Title: From Exclusivity to Restoration: A Case Study of Regenerative Luxury Hospitality in New Zealand Author: Tracy Harkison, Auckland University of Technology Title: Tourism as an Agent for Good: Lessons from Community-Based Practices in Morocco Author: Bendjedid Rachad Sanoussi, Euromed University of Fes	The workshop is open to all conference attendees. In the era of technology overload, grab a paper and pen and learn to visualize your (science)project by hand. P.S. Drawing skills are not required!
12:10 Lunch				
13:00 Parallel sessions				
Room: 1 S1: Resilience for whom? Tourism, vulnerability, and adaptation in Nordic and global settings Chairs: Siamak Seyfi, University of Oulu	Room: 2 S19: Building Communities, Developing Regions: Research, Studies, and Practices. Panel session Chairs: Deisi Maricato and Annika Hanau. University of Iceland, University of Wuppertal	Room: 3 S10: Service Management and Marketing in Hospitality & Tourism: Creating Value and Positive Impact Chairs: Magnús Ásgeirsson and Þórhallur Guðlaugsson. University of Iceland	Room: 4 W38: Working Between Worlds: A Workshop for Tourism Researchers in the Research–Practice Interplay Facilitator: Stefanie Steinbeck, National Museum of Denmark	Room: Outdoor (meet in hotel lobby) W39: Perceptions of polar regions as healing, therapeutic landscapes Facilitator: Allison M. Williams, McMaster University
Presentations: Title: Resilience Thinking in Nordic Tourism: Critical Connections with Growth and Sustainability Author: Jarkko Saarinen, University of Oulu Title: Resilience under Pressure: Communication Strategies for Resilience in Coldwater Archipelagos Authors: Maria Månsson, Lund University, Jörgen Eksell, and Saeid Abbasian Title: Second-home Dwellers' Perception of Tourist Flows to Stockholm Archipelago Islands: A Research Idea Authors: Saeid Abbasian and Gustaf Onn, Södertörn University Title: Coolcation as an Emerging Discourse in European Summer Tourism: A Conceptualisation and Analytical Perspective	Presentations: Title: Pedagogical Practices in Tourism Higher Education: A Systematic Literature Review Authors: Deisi Maricato, University of Iceland, Jessica Aquino, and Gunnar Thór Jóhannesson Title: Community-Led Tourism Governance in Estonian National Parks: Grassroots Innovation in a Centralized System Authors: Kaisa Linno, Estonian University of Life Sciences, Tarmo Pilving, and Monika Suškevičs Title: Co-Creating Regenerative Tourism Futures: Preliminary Insights from Participatory Action Research in Iceland Author: Annika Hanau, University of Wuppertal Title: 'Infrastructuring' Renewable Energy Transitions: Mobilities, Rural Space and the Visitor Economy	Presentations: Title: Value for Whom? Experiences and Transformation of the Racing Events at the Isle of Man Author: Harald Dolles, Molde University College - Specialized University in Logistics Title: Exploring Experiential Value Prioritisation in Nature-Based Tourists' Sustainable Destination Choices Author: Samudika Weliweriyage, Mid Sweden University Title: The Role of Media Coverage in Post-Disaster Tourism Management Authors: Haoxiang Xie, University of Edinburgh, Ewelina Lacka, and Jake Ansell Title: Recipe for Success – Business Success Factors from Restaurant Entrepreneurs' Point of View in Finland Authors: Sini Kauhanen, University of Eastern Finland, Henna Konu, Jonna Koponen, and Raija Kompula	The workshop is open to all conference attendees. Participants who wish to take part are encouraged to send the facilitator (SMGS@natmus.dk) a short dilemma or challenge they encounter in their research–practice work prior to the workshop date, or to bring one prepared on the day. These dilemmas will form the basis for collaborative discussion during the workshop.	The workshop is open to all conference participants. It takes place outdoors. Participants will meet in the hotel lobby before departing together for an outdoor hike. Using an active outdoor experience, participants will reflect on the therapeutic aspects of polar environments, from a physical (natural and built environment), symbolic and psycho-social perspective.'

Author: Jana Brehmer, Mid Sweden University & Dalarna University

Title: Temporary Employment and Financial Performance: A Global Comparative Study of the Hospitality Industry

Author: Dengjun Zhang, University of Stavanger

Authors: Solène Prince, Linnaeus University, Marianna Strzelecka, and Scott Cohen

Title: The Role of Entrepreneurship in Sustaining a Vibrant Archipelago

Authors: Gustaf Onn, Södertörn University, and Anita Radon

Title: Service Quality, Reputation, and eWOM: Hospitality Performance in a Changing Tourism Landscape

Authors: Magnús Ásgeirsson, University of Iceland, and Þórhallur Guðlaugsson

14:20 Coffee and refreshments

14:40 Parallel sessions

Room: 2

When Politics Changes Where Tourists Go: Lessons from East Asia for Small Destinations

Panel Chair: Juli S. Kim, Economic Officer – U.S. Mission to the EU

Room: 3

S10: Service Management and Marketing in Hospitality & Tourism: Creating Value and Positive Impact (continued)

Chairs: Magnús Ásgeirsson and Þórhallur Guðlaugsson. University of Iceland

Room: 4

W37: Opening the echo chamber: Reflective conversations about tourism academia

Facilitators: Jana Brehmer and Eleonora Rossi. Mid Sweden University, Dalarna University, Örebro University

Panelists:

Gary Ng, Research Fellow at Central European Institute of Asian Studies (CEIAS)

Dr Shieh Jhy-Wey, Taiwanese Representative to the EU and Belgium

Over the past decade, several East Asian destinations have discovered that international tourism flows can shift suddenly for reasons that have little to do with marketing, safety, or visitor experience—and everything to do with politics. This panel explores how diplomatic tensions have, at times, reshaped arrivals from China to South Korea, Japan, and Taiwan, and what those episodes can teach smaller and more tourism-dependent destinations.

Presentations:

Title: Capturing Value-Creation in Curated Hospitality Ecosystems: The Case of Norwegian Black Metal Festivals

Authors: Håvard Ness, University of South-Eastern Norway, Marit Gundersen Engeset, and Kåre Sandvik

Title: Plate to Perception: Key Determinants of the Restaurant Dining Experience

Author: Kai Victor Myrnes-Hansen, University of Stavanger

Title: Is This the End for Tourist Information Centres? Rethinking Visitor Information Services in Danish Tourism

Authors: Christian Dragin-Jensen, SEA Business Academy, Sara Guerra, Camilla Herman, Michael Park Nielsen, and Mia Post-Lundgaard

Title: Service Orientation and Performance in Hospitality: Tourism as an Active Agent for Good

Authors: Magnús Ásgeirsson, University of Iceland, and Þórhallur Guðlaugsson

The workshop is open to all conference participants

What are the thoughts about tourism research that we rarely say out loud? Tourism research increasingly addresses complex societal challenges, yet academic debates often remain confined within familiar theoretical, methodological, and disciplinary boundaries. This interactive workshop invites participants to anonymously share methodological doubts, theoretical critiques, institutional frustrations, and provocative observations they would not normally voice in public.

Through anonymous voting and facilitated discussion, participants will explore hidden areas of agreement, disagreement, and uncertainty across career stages and disciplines. Rather than seeking consensus, the session creates space for intellectual courage, constructive discomfort, and critical reflection on how knowledge about tourism is produced.

A session for those willing to challenge comfort zones and rethink how knowledge is produced.

Please note: this workshop is fully participatory. All attendees are expected to actively contribute.

15:40 Closing Ceremony: Handover to next year's conference hosts (*Room 2*)

Guðrún Þóra Gunnarsdóttir

Director of the Icelandic Tourism Research Centre

15:50 End of Programme