



Welcome to CFT's newsletter 3/2018!

For comments and feedback, please contact John Armbrecht: john.armbrecht@handels.gu.se or cft@gu.se.

CFT - planning grant - results

CFT provided planning grants to improve researchers' opportunities to develop applications to funding bodies. The scientific committee together with CFT board decided to award seed-money to the following two research proposals:

1. Volunteer Tourism from the Other Side: an action research project, Dr.

Robin Biddulph;

2. Rethinking convenience in the tourism sector, **Bianca Koroschetz.**

Next year, the CFT scientific committee and board will provide seed money continuously during the year. Researchers interested in receiving seed money can send a draft of their research proposal linked to a specific call from a national or international grant provider to cft@gu.se for evaluation.

More information will be available early 2019 in the following newsletter.

Tomorrow's Food Travel - #TFT Sweden conference

Tomorrow's Food Travel - #TFT conference, held 8-10 October 2018 at the University of Gothenburg was a success. Co-organised by CFT, Visit Sweden, the West Sweden Tourism Board and Gothenburg and Co., #TFT attracted around 220 participants between international academics, businesses and representatives from Swedish cities, regions and tourism boards, as well as participants from the Délice Network (<https://www.delice-network.com>). Attendants came from over 20 countries, allowing for great debates and networking opportunities.

[Conference programme](#)

NEWS ON PROJECTS:

Addressing inequality, enhancing diversity and facilitating greater dialogue in the hosting of sporting mega events - EventRights

CFT has been successful in a recent application within Horizon 2020 (EU research and innovation programme), under Marie Curie Actions - Research and Innovation Staff Exchange (RISE).

EventRights is a four-year mobility grant project, with a total budget of € 770.000. This means that researchers will do month-long research visits at universities worldwide to co-create and exchange knowledge. The project “Addressing inequality, enhancing diversity and facilitating greater dialogue in the hosting of sporting mega events – EventRights” will focus on how large sport events (such as the Olympics and the FIFA World Cup) can become more socially sustainable in working with a positive legacy in host cities and countries. This is a great challenge for modern mega-events in sports and it will be addressed through collaborative research efforts, collaboration with the industry, communication and dissemination of knowledge. The consortium for the project is headed by Prof. Ian Brittain at the University of Coventry (UK) with participating universities from Great Britain, Greece, Germany, Japan, USA, Canada Brazil, and Sweden.

The project is a great opportunity for senior and junior researchers to develop their international network. CFT invites researchers from the University of Gothenburg to contact Erik Lundberg – project coordinator for CFT - to participate in the mobility exchange (erik.lundberg@handels.gu.se).

University and business learning for new employability paths in food and gastronomy - FOODbiz

Experiential Learning Workshop on Scary Seafood

On September 4th 2018, around 70 students from Marketing in the Service Economy course, Svinesundskommittén, the industry, municipalities and other stakeholders met at the School of Business, Economics and Law in Gothenburg to attend the experiential workshop on Scary Seafood. By means of a co-creational approach many ideas, strategies and potential innovations emerged. The experiential workshop was organized as part of FOODbiz “University and business learning for new employability paths in food and gastronomy”, together with the Scary Seafood project – providing the scary seafood species – and the Maritime development in Bohuslän project. The workshop ensured cross-fertilisation among different research projects involving the School of Business, Economics and Law. The experiential and transdisciplinary approach and engagement of multiple stakeholders made the workshop an innovative and fun learning experience, and contributed to disseminating the work carried out at the School in the field of food tourism research.

The FOODbiz project will organize the next problem-based workshop in February 2019.

3.5 MSEK awarded by Energimyndigheten: Climate smart vacation trips

Erik Lundberg and colleagues at the Centre for Tourism have been granted 3.5 MSEK from Energimyndigheten (Swedish Energy Agency) to continue research on climate impacts and tourism behaviour. Together with Chalmers and three external

partners (Goteborg&Co, Swedish Society for Nature Conservation and the West Sweden Tourist Board) we will develop our knowledge from the recent collaboration project on www.klimatsmartsemester.se. The aim of this new project is to create preconditions for the choice of more energy efficient, climate smart vacations. This will be achieved by mapping policy tools that have the potential to decrease flying (on vacation). The next step is to analyse how these tools affect consumer behaviour. With this knowledge, policy tools and measures to reduce climate intense tourism behaviour will be developed and suggested, and specific tools will be implemented in collaboration with our partners in the project.

Project leader: Erik Lundberg (erik.lundberg@handels.gu.se)

Riksbankens Jubileumsfond – Flexit project

Kristina Lindström, researcher at CFT, has been employed at the West Sweden Tourism Board under the Flexit project since 2016. Flexit is an initiative funded by Riksbankens Jubileumsfond to facilitate cooperation between researchers and practitioners. The project lasts for three years and ends in 2019. 75% of the time is allocated to research and 25% to work within the organization where the researcher is employed.

The project is called: “Towards sustainability in tourism through inter-organizational collaboration” and focuses on collaborative aspects within the tourism industry to improve tourism related planning processes and to support a more sustainable approach to tourism.

For this newsletter issue, Chiara Rinaldi interviewed both Kristina Lindström and Marie Linde, the responsible person at the West Sweden Tourism Board, about their perspective on the project in terms of university-business cooperation.

Right from the start, Kristina Lindström felt very welcome to the organization, but she pointed out some difficulties in the communication process. Especially in the beginning, communication can be challenging, as academic “language” is quite different from business language. She affirmed that when researchers collaborate with practitioners: “it’s extremely important that you learn their language. It’s like learning a new language on how you make a presentation, and how you talk about your research in a way that becomes interesting and makes sense for them”. Kristina emphasized how often there might be a misunderstanding among academics, who might think that by working with practitioners they might “lose your soul as a researcher”. She believes that this is not the case, as academics keep their integrity and values as researchers, but they “need to learn how to communicate and work with practitioners”.

This entails taking and delivering a knowledge that is relevant and accessible for practitioners. On the other hand, practitioners possess a kind of knowledge different from researchers, therefore working together allows both to learn.

“Cooperating in a meaningful way is a learning process for both academics and practitioners”.

Marie affirmed that the West Sweden Tourism Board had a very good experience with Kristina, and having a researcher in the office is an additional value to the organization and it supports real cooperation.

She pointed out that to make the relationship work it is essential that “the researcher working within an organization feels that the research that is carried out is not influenced by the organization, that academic freedom is preserved”. On the other hand, and consistent with Kristina’s remarks, it is important that the research carried out is relevant for the organization. “I think that from the very beginning it is important to pose questions that are of interest to the organization, so that the researcher is not too far away from what the organization is actually doing. In that way the organization feels it can benefit from the results”.

Post-Flexit cooperation

Both interviewees believe that the cooperation born under Flexit has been very fruitful and beneficial for both university and organization. They think that the cooperation born under Flexit will continue after the project ends, as the time researcher spent within the organization allowed to build trust and mutual understanding.

Popular science article on FOODEV project on CORDIS portal

The Community Research and Development Information Service (CORDIS) is the European Commission’s primary public repository and portal to disseminate information on EU-funded Research and Innovation projects.

CORDIS representatives interviewed Prof. Tommy D. Andersson and Dr. Chiara Rinaldi on the project “Food and Gastronomy as leverage for local development – FOODEV”, in order to produce a popular science article for dissemination purposes. The project, financed under Horizon 2020 Marie Skłodowska-Curie – Individual Fellowship, was carried out by Dr. Chiara Rinaldi under the supervision of Prof. Tommy D. Andersson between 2016 and 2018.

The [article](#), titled “Strategies for promoting gastronomy across Europe”, is available in 6 European languages

New Research Results

Researchers at CFT publish frequently in academic journals, books and reports. Please click [here](#) for a complete list of recent publications at our homepage.

This section of the newsletter proposes some of CFT’s members published scientific findings in brief. The aim is to highlight recent interesting research findings in a condensed and accessible way, to enlarge the type of audiences that might benefit from new scientific advancements in tourism discipline(s) beyond the academic one.

María José Zapata Campos, C. Michael Hall and Sandra Backlund (2018) Can MNCs promote more inclusive tourism? Apollo tour operator’s sustainability work. Tourism geographies, [Full Article](#)

Outbound tour operators are key actors in international mass tourism. However, their contribution to more sustainable and inclusive forms of tourism has been critically questioned. Drawing from new institutional theories in organization studies, and

informed by the case of one of the largest Scandinavian tour operators, we examine the corporate social responsibility (CSR) and sustainability work in large tour operators and the challenges faced in being more inclusive. On the basis of in-depth interviews with corporate officers, document analysis and media reports, we show how top-down coercive and normative pressures, coming from the parent company and the host society shape the ability of the daughter corporation to elaborate a more inclusive agenda. However, daughter companies do not merely comply with these institutional pressures and policy is also developed from the 'bottom-up'. We show how the tour operator's sustainability work is also the result of organizational responses including buffering, bargaining, negotiating and influencing the parent organization. By creating intra and inter-sectoral learning and collaborative industry platforms, MNCs not only exchange and diffuse more inclusive practices among the industry, but also anticipate future normative pressures such as legislation and brand risk. Daughter organizations help shape their institutional arrangements through internal collaborative platforms and by incorporating local events and societal concerns into the multinational CSR policy, especially when flexible policy frameworks operate, and the CSR agenda is under formation. However, risks do exist, in the absence of institutional pressures, of perpetuating a superficial adoption of more inclusive practices in the mass tourism industry.