



## Welcome to CFT's newsletter 2/2019!

For comments and feedback, please contact Erik Lundberg: [erik.lundberg@handels.gu.se](mailto:erik.lundberg@handels.gu.se) or [cft@gu.se](mailto:cft@gu.se).

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## Erik Lundberg is the new Head of the Centre for Tourism

Hi from the new Head of the Centre For Tourism, Erik Lundberg

*I have had the honour of being appointed Head of Centre for Tourism since April 2019. First, I would like to thank John Ambrecht for heading the centre for the last six years! It has been an important period with, for example, the installation of CFT across four faculties facilitating interdisciplinary research and education. My aim is to continue building a strong platform for tourism research, collaboration and education at GU. Based on our existing strategies, I hope we can increase our research network across all participating faculties and continue collaboration with our external partners so that research from CFT stays relevant in society and in the academy. Please do not hesitate to contact me with any suggestions, remarks and ideas!*

*Erik Lundberg*  
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## Nordic symposium on food tourism labs

On June 3<sup>rd</sup> and 4<sup>th</sup>, the Centre For Tourism organized a “Nordic symposium on food tourism labs”. 11 researchers from Norway, Denmark and Sweden gathered at the newly established Garveriet, an old tannery in the small community of Floda, about 30 km east of Gothenburg. [Read more](#)

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## New report on Event Legacy together with Riksidrottsförbundet and BFUF

Professor Tommy D. Andersson at CFT has written a report on Event Legacy for Riksidrottsförbundet (Swedish Sports). The report has now been published in the BFUF-report series (Besöksnäringens forsknings- och utvecklingsfond). In the report, Tommy together with colleagues has done an extensive literature review and developed a new model to structure the management of Event Legacy.

[Read the full report](#) (only in Swedish)

Please contact [tommy.andersson@handels.gu.se](mailto:tommy.andersson@handels.gu.se) for questions about the report.

## The Swedish Network for Sustainable Tourism & Events is the new collaborative partner of the Centre for Tourism

The Centre for Tourism is happy to announce that we have signed a letter of intent for collaboration with the Swedish Network for Sustainable Tourism & Events (Nätverket Hållbar Besöksnäring). We believe that a fruitful collaboration will be established together with the major network in Sweden focusing on sustainable tourism development. [Read more](#)

## Celebrating 10 years of SIDA

In the last three months, four PhD students from the University of Dar es Salaam have visited the University of Gothenburg to work on their theses under supervision by Tommy Andersson and Lena Mossberg. It was the third time they were at the Centre for tourism. All their theses relate to the overarching topic of this SIDA programme Innovation and Sustainability in Tourism (2015-2020). During one week, their local supervisors from Tanzania visited and the centre arranged pre-defence seminars with appointed discussants.

The Centre for Tourism at the University of Gothenburg and the University of Dar es Salaam have been collaborating for 10 years in two SIDA projects on sustainable tourism. [Read more](#)

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## John Armbrecht appointed in the Editorial Board of the Scandinavian Journal of Hospitality and Tourism

John Armbrecht has been appointed in the Editorial Board of the Scandinavian Journal of Hospitality and Tourism, leading Nordic journal for hospitality and tourism research.

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## Dr. Bianca Koroschetz defended her Doctoral Thesis on June 5<sup>th</sup>

Dr. Bianca Koroschetz defended her Doctoral Thesis on “Exploring the (re)configuration of environmentally unsustainable practices: Antifouling in the Baltic Sea” on June 5<sup>th</sup> 2019, at the School of Business, Economics and Law, University of Gothenburg.

Supervisors: Associate Professor Cecilia Solér; Professor Johan Hagberg; Associate Professor Benjamin Julien Hartmann

Chairman of public defence: Associate Professor Cecilia Solér

Opponent: Associate Professor Herman Stål, Business School, Umeå university

Examination board: Associate Professor Johan Jansson, Department of Business Administration, Lund university; Professor Monica Djerf-Pierre, Department of Journalism, Media and Communication, University of Gothenburg; Professor David Langlet, Department of Law, University of Gothenburg.

### **Abstract**

This thesis explores how to (re-)configure environmentally unsustainable practices into more sustainable forms in the empirical context of leisure boat antifouling. Current antifouling practices predominantly involve the use of biocide-based paint to avoid the adherence of marine organisms to boats. However, antifouling paints are harmful to marine life, and therefore policy makers and businesses seek options to replace the toxic paint through more environmental alternatives.

This thesis uses a practice theoretical-perspective to study the reconfiguration of environmentally unsustainable practices. Practices can be understood as routinized human activity, consisting of various interconnected practice elements. Previous research explains that the reconfiguration process is initiated by breaking or loosening the linkages between practice elements, but in practice, various aspects keep practice elements glued together. To learn more about the persistence of unsustainable practices and how we can reconfigure them, for example through exchanging an unsustainable material element with an environmentally friendly one, it is vital to elucidate the linkages between practice elements sustaining the eco-unfriendly practice. A multi-method approach consisting of observations, interviews, visual and textual materials has been used to explore these linkages.

The collective findings and analysis reveal several ‘configurators’ that impact and sustain the linkages between practice elements of unsustainable practices and ‘re-configurators’ that can loosen these linkages. This study suggests a framework that facilitates the reconfiguration of environmentally unsustainable practices, based on four ‘re-configurators’: eco-innovation, regulation, marketing practices and infrastructures.

This thesis contributes to the field of researching sustainable consumption by proposing a combinational approach of several ‘re-configurators’ to facilitate more sustainable practices. Additionally, this study contributes to practice theory by expanding the knowledge on the

under-theorized concept of linkages. With regard to marketing, this thesis has implications for the adoption of new products in practices and how sustainable products should be marketed.

**Keywords:** Sustainable consumption, reconfiguration of practices, linkages, configurators, re-configurators