



GÖTEBORGS UNIVERSITET HANDELSHÖGSKOLAN



Centre for Tourism - Annual report – 2017

Summary and reflection

Tourism is transdisciplinary in its nature. Our aim is therefore to combine expertise from different areas to provide answers to relevant questions. CFT as an organizational unit employs 3-4 persons who are working with administration and organization, which has spin-off effects and contributes to a diversity of activities. Currently more than 25 persons are actively involved in research, educational or collaborative activities under CFT.

CFT has strong emphasis on external funding and is successfully attracting research grants. At present, the operations embrace more than 15 projects within food, events, maritime, and sustainable development connected to tourism. During 2017 the ability and structure to ensure successful external funding has been strengthened further through; a weekly research seminar series that supports research application and a formalized seed-money application process.

The tourism industry is facing several challenges from a sustainability perspective. For example, the rapid growth of tourism increases air-travel with its associated climate impacts and creates over-crowded destinations with social and environmental consequences for locals. Thus, the sustainability perspective permeates the activities of CFT and is integrated in research, collaboration and education. An example from research is the new project on Sustainable tourism development in the Nordic arctic. In regards of collaboration, CFT has worked with focus on environmental sustainability with several partners (West Sweden Tourism Board, Chalmers, Göteborg & Co and the city of Gothenburg) on projects on food

consumption and travelling. In an educational context, CFT holds an annual course called Corporate Social Responsibility in Tourism and Events to graduate students.

The record of publications is proof of the academic quality and relevance of the research being carried out. Two PhD candidates affiliated to CFT defended their theses successfully. Additionally, more than 25 publications with a direct connection to CFT were published during 2017. Many of these publications are a direct result of research projects within CFT.

High attractiveness and successful external funding has given us the opportunity to extend the network of people involved in relevant research areas at CFT. During 2017, MORE funded Frank Lindberg from Nordland University who chose to stay at CFT to investigate how extraordinary tourism contexts are experienced. Furthermore, two international PostDoc researchers are currently working at CFT: Dr. Chiara Rinaldi who received her PhD from the University of Macerata (Italy) is currently working on her Post-Doctoral Marie Skłodowska-Curie Research Fellow at the School of Business, Economics and Law. Lucia Pizzichini is a Post-doc visiting researcher from Marche Polytechnic University and has expertise in the areas of service marketing, corporate communication, relational marketing and food marketing.

A strong network is one pillar for good academic research and knowledge dissemination. Being a cross faculty centre facilitates our networking efforts and helps increase transdisciplinary action. To further support network building, CFT has set aside resources to fund research applications that involve at least two faculties at the University and/or have a strong collaborative character. Nationally and internationally, CFT has close cooperation with CeTLER at Dalarna University and ETOUR at Mid University. Within an educational perspective, CFT joined the National Network for Academic Tourism Education (NATU).

Collaboration between CFT members and actors within the tourism industry and the public is constantly increasing. Together with the West Sweden tourism board, Göteborg & Co and the City of Gothenburg we are developing a tool to track carbon emissions of tourists. Together with the Swedish Classics, Göteborgsvarvet, Lidingöloppet, Vasaloppet, Vansbro simmet and Vätternrundan strategies are developed to increase the attractiveness of events. Within the UGOT challenge project SWEMARC researchers are developing mariculture products. A third collaborative project involves CFT and four municipalities in Bohuslän, bringing together tourism stakeholders to develop an innovation arena for maritime tourism including projects on marine food, guest harbor and archipelago transportation, a common event strategy and science tourism. Furthermore, SIDA is funding a long-term PhD program with University of Dar es-Salaam where four PhD students are involved and visit CFT regularly.

Another important activity for CFT to develop its network is by annually organizing national or international conferences. During 2017, CFT hosted the 9th International Congress on Coastal and Marine Tourism 2017 (CMT). CMT is widely considered the world's foremost congress related to tourism and recreation in coastal and marine environments, which was attended by 100 academics, students and practitioners from 29 countries spread across all continents. In 2018, a committee of academics and practitioners have started to organize the Tomorrow's Food Travel (TFT) conference. TFT will take place 8-10 October 2018 at the School of Business, Economics and Law. TFT is co-organized by CFT at the University of Gothenburg, West Sweden Tourism Board, Visit Sweden, and Gothenburg and Co.

Svensk Sammanfattning

Turism och hållbar turismutveckling är tvärvetenskaplig i sin natur. Vårt mål är därför att kombinera kompetens från olika områden för att ge svar på relevanta frågor. CFT som en organisatorisk enhet avlönar 3-4 personer som arbetar med administration och organisation, vilket har spin-off effekter och bidrar till en mångfald av aktiviteter. För närvarande är mer än 25 personer aktivt engagerade i forskning, utbildning eller samverkan inom CFT.

CFT lägger stor vikt vid extern finansiering och attraherar framgångsrikt forskningsbidrag. För närvarande omfattar verksamheten fler än 15 projekt inom mat, evenemang, maritima frågor och hållbar utveckling kopplad till turism. Under 2017 har förmågan och strukturen för att säkerställa framgångsrik extern finansiering stärkts ytterligare genom; en regelbunden seminarierie som stöder forskningsansökningar och genom utlysningar av seedmoney.

Antalet publikationer med anknytning till CFT är ett bevis för det akademiska mervärdet, kvaliteten och relevansen av den forskning som utförs. Totalt publicerades fler än 25 publikationer med direkt koppling till CFT under 2017. Många av publikationerna är ett direkt resultat av forskningsprojekt inom CFT. Två doktorander med anknytning till CFT försvarade dessutom sina avhandlingar framgångsrikt under året som gick.

Hög attraktionskraft och framgångsrik extern finansiering har gett oss möjlighet att utöka nätverket av personer som är involverade i relevanta forskningsområden vid CFT. Under 2017 finansierade MORE Frank Lindberg från Nordland University för att studera hur extraordinära turismkontexter upplevs. Dessutom arbetar två internationella PostDoc-forskare för närvarande på CFT: Dr. Chiara Rinaldi, som tog doktorsexamen på University of Macerata (Italien), och som för närvarande jobbar med sitt Post Doc projekt inom ramen för Marie Skłodowska-Curie vid Handelshögskolan. Lucia Pizzichini är en postdoc forskare från Marche Polytechnic University och har kompetens inom områdena: tjänste-marknadsföring, företagskommunikation, relationsmarknadsföring och marknadsföring av mat. SIDA finansierar ett PhD samarbete med Dar es-Salaam där fyra doktorander ingår som besöker CFT regelbundet.

Ett starkt nätverk är en grundförutsättning för god akademisk forskning och kunskapsspridning. Att vara ett fakultetsövergripande forskningscentrum underlättar nätverksarbetet och bidrar till att öka tvärvetenskapliga initiativ och samverkan. För att ytterligare stödja internt nätverksbyggande har CFT avsatt resurser för att finansiera forskningsansökningar som involverar ansökningar där minst två fakulteter vid Göteborgs universitet ingår. Nationellt och internationellt har CFT ett nära samarbete med CeTLER vid Dalarnas universitet och ETOUR vid Mid University. Under 2017 blev CFT också medlem i Nordiskt Nätverk för Turismutbildningar (NATU).

Samarbetet mellan CFT-medlemmar och aktörer inom turistnäringen och allmänheten ökar ständigt. Tillsammans med Västsvenska turistrådet, Göteborg & Co och Göteborgs Stad, utvecklar vi ett verktyg för att spåra koldioxidutsläpp från turister. Tillsammans med En Svensk Klassiker, Göteborgsvarvet, Lidingöloppet, Vasaloppet, Vansbrosimmet och Vätternrundan utvecklas strategier för att öka evenemangens attraktivitet. Inom UGOT-Challenges utvecklar SWEMARC-forskare marina mat-produkter.

En annan viktig aktivitet för CFT är att utveckla sitt nätverk genom att organisera nationella och/eller internationella konferenser årligen. Under 2017 var CFT värd för den 9: e

internationella kongressen för Coastal and Marine Tourism (CMT). CMT anses allmänt som världens främsta kongress inom turism och rekreation i kust- och marina miljöer. 100 akademiker, studenter och praktiker från 29 länder spridda över alla kontinenter deltog. En kommitté av forskare och praktiker har under tiden börjat organisera Tomorrow's Food Travel (TFT) konferens som hålls år 2018. TFT kommer att äga rum 8-10 oktober 2018. TFT är samorganiserad av CFT vid Göteborgs universitet, Turistrådet i Västsverige, Visit Sweden (National Destination Management Organization), och Göteborg och Co.

Turismindustrin står inför flera utmaningar gällande hållbar utveckling. Turismens snabba tillväxt skapar t.ex. större och större klimatutsläpp från flyget och flera destinationer överexploateras med social konsekvenser som följd. Därför är hållbar utveckling ett viktigt perspektiv för CFT som genomsyrar verksamheten när det gäller forskning, samverkan och utbildning. Flera av CFTs aktiviteter har också hållbarhet som utgångspunkt. Ett exempel från forskning är ett nytt projekt om hållbar turismutveckling i Arktis tillsammans med nordiska kollegor. I samverkan med flera partners (Turistrådet Västsverige, Chalmers, Göteborg&Co och Göteborgs stad) har CFT också jobbat med insatser för att påverka resande och matkonsumtion i en mer miljövänlig riktning och på utbildningssidan ger CFT en årlig kurs (CSR in Tourism & Events) till Master-studenter på Handelshögskolan.

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1 Background Description

The Centre for Tourism (CFT) at Gothenburg University has more than 20 years of experience in research, education and collaboration in tourism. In 2017, CFT was formally inaugurated as a centre at Gothenburg University, involving not only the *Business School*, but also the *Faculty of Science*, the *Faculty of Arts* and the *Faculty of Fine, Applied and Performing Arts*.

The mission of CFT is to create a knowledge platform and develop interdisciplinary and collaborative tourism research projects and education. The aim is to contribute to and promote an active dialogue between the tourism industry, the community and academia, thus increasing knowledge and professionalization in the tourism field.

CFT's vision is:

- To become a leading research center in tourism
- To contribute to increased knowledge and professionalism in the tourism industry

The board of CFT is composed of *four faculties; The School of Business School, Economics and Law, The faculty of Science, The faculty of Arts and The faculty of Fine, Applied and Performing Arts* and three external partners: *Göteborg & Co, Turistrådet Västsverige, Liseberg*. Professor Lena Mossberg is chair of the board, which has the following members:

Faculty/organisation	Department	Member of the board	Substitute
Faculty of Science	Department of Marine Sciences	Susanne Lindegart	Bosse Lagerqvist
The faculty of Fine, Applied and Performing Arts	Academy of Design and Crafts	Maria Nyström	Lisbeth Svengren Holm
School of Economics and Law	Business Administration	Henrik Agndal	Stefan Sjögren
Faculty of Arts	Department of Historical Studies	Christer Ahlberger	Johan Ling
Göteborg & Co		Lennart Johansson	
Västsvenska Turistrådet		Marie Linde	
Liseberg		Chatri Wihma	

The board had five meetings during 2017. The executive group runs and coordinates the activities at CFT on a daily basis. It consists of the John Armbrecht, Lena Mossberg and Erik Lundberg.

Profile research areas

Food & Tourism

It's almost 20 years since the CFT started working with Food Tourism. There has been considerable growth in this research area during the years, as demonstrated by the multiple projects financed in the field (reported under the section "Research Projects"), one special issue in the Scandinavian Journal of Tourism and Hospitality, and a big share of publications.

The group can count on diverse expertise across different departments at the University of Gothenburg as well as international scholars, reflecting the multidisciplinary nature of this research area. The Food Tourism group works closely with businesses and policymakers in the field, and is involved in national and regional projects on food branding strategies.

Events

Event Management and Event Tourism is a core research field at the Centre for Tourism. Events are studied from a management, consumer experience and societal perspective. Most research is carried out in collaboration with external partners. Currently, the centre has research projects together with partners such as the Swedish Classics, Göteborgs Varvet and Göteborg & Co. CFT has an extended network of event research colleagues around the world, notably in Canada (University of Calgary), UK (University of Sheffield, University of West Scotland, Leeds Beckett University) and Denmark (Syddansk universitet).

Maritime

Maritime tourism has during the last years become one of the core research profiles of the Centre for Tourism. Approximately ten researchers are engaged in research projects and activities directly related to the sea. Research related to consumer and tourism experiences, aquaculture, destination and place development are fields where research is going on.

For research on maritime tourism the cross-faculty centre has shown to be very efficient. Involvement of researchers from other areas, such as design and natural science has received increased attention. During 2017 one research assistant and one guest professor have been financed by projects related to CFT. An Assistant professorship (tenure track) position has been announced and we hope to recruit the candidate during 2018. We are also preparing to announce another Post-doc position during 2018 financed by SWEMARC.

Community Development and Tourism

This profile area includes research projects with researchers mainly from Human Geography, Design Studies and Business and Administration. Focus is on a community perspective on tourism development both in the Global South and the Global North. Issues of sustainable development, power relations, transitions and inclusion are common themes within this empirical field and line of research.

Previous and current projects have for example studied tourism development in Cambodia, Malaysia, Tanzania, South America and West Sweden from different community-based perspectives.

2 Collaboration

Collaboration with stakeholders and engagement in outreach activities is a central part within CFT. To do so, we use an array of communication strategies and interactions with stakeholders; the public, the industry as well as local, regional and central authorities and the government. While established as a cross faculty centre in 2017 many of the interfaces are already in place to secure dissemination and facilitate for utilization of relevant research results.

CFT researchers are cooperating with several actors within the tourism industry and the public. For example, together with the West Swedish tourism board, Göteborg & Co, the City of Gothenburg we are developing a tool to track carbon emissions of tourists. Together with the Swedish Classics, Göteborgsvarvet, Lidingöloppet, Vasaloppet, Vansbrosimmet and Vätternrundan strategies are developed to increase the long-term attractiveness of these events. Within the UGOT challenge project SWEMARC four researchers are working on product development of mariculture produce as well as sustainable mariculture development along the Swedish West Coast.

2.1 Collaborative projects

Flexit position 2016 – 2019 at Turistrådet Västsverige (Riksbankens Jubileumsfond).

Flexit seeks new, flexible solutions to spread research and researchers outside the academia. Its main purposes are a) to build bridges between the social sciences research and organisations outside academia and b) to facilitate knowledge exchange and encourage contacts so that more non-academic organisations can gain from research expertise. In the long term, the Flexit initiative, seeks to influence the academic merit system and to open up for alternative career opportunities for social science researchers. The specific research project revolves around the notion of sustainable regional development through tourism, specifically focusing on the issue of inter-organizational collaboration in tourism.

University and business learning for new employability in food and gastronomy – FOODbiz (Erasmus+)

The project aims at implementing an action where the student role is active in the community to which his/her belongs during the study years, bringing into the university the knowledge of the community and vice-versa, and co-creating with other players, as peer, new knowledge and innovation. The key element of the project is therefore promoting innovation and co-creation through the support of universities to their reference territories, which should foster relations, common understanding, and exchange among students, business players and stakeholders. This supports improved skills among present and future workforce in the food sector.

Smart Vacationing (VGR)

The purpose of the project is to contribute to more sustainable tourism by developing a digital platform with tools and advice that promotes residents' opportunity to travel within their own city as well as to contribute to profiling sustainable transport options to a destination. The project also contributes to the sustainability work of the tourism industry by spreading knowledge and inspiring at organizational level to promote climate-smart holiday options. In the project, a calculator showing the impact on climate change on different holiday options is developed, as well as a summary of existing research in the area to be made available.

The project idea is to contribute to changes in two ways. Firstly, by inspiring consumers' to do climate-smart vacation choices. Secondly, the project aims to advance the discussion about sustainable tourism among public and private decision-makers in the tourism industry that strives to reduce climate impact and uses climate information in its marketing.

Hindrances for aquaculture entrepreneurs (SWEMARC)

A qualitative study has been carried out on perceived obstacles for mariculture development among entrepreneurs within the aquaculture industry. The results indicate that diverse obstacles exist. A research assistant has been recruited to do more research about potential threats and hindrances for the entrepreneurs. During 2018 exploratory interviews will therefore be conducted with mariculture entrepreneurs. The results of this study are to be presented in 2018.

Events in Maritime development

Maritim Utveckling i Bohuslän is a project where CFT is responsible for one work package (among other parts) dealing with all events and festivals in four municipalities. An initial analysis of four “event portfolios” is completed and measures to develop the portfolios have been suggested to the municipalities concerned. A written report with the analysis has also been produced. During the spring 2018 we plan to have meetings where all event managers, politicians and other stakeholders are invited. The objective of the meetings will be to share knowledge between event managers and between academics, managers, politicians and other stakeholders.

Tomorrow's Food Travel

Lena Mossberg, Chiara Rinaldi and Lucia Pizzichini within the food tourism group at the Centre for Tourism started the organization of the Tomorrow's Food Travel (TFT) conference in 2017. TFT will take place 8-10 October 2018 and is co-organized by the Centre for Tourism at the University of Gothenburg, West Sweden Tourism Board, Visit Sweden (National Destination Management Organization), and Gothenburg & Co. (Local Destination Management Organization). The event will run the academic and business/policymaker conference in parallel, while sharing social events. It includes workshops involving practitioners, researchers, and policymakers to allow stakeholders to collectively elaborate on relevant issues, such as product development and addressing sustainable development goals.

2.2 Conferences & workshops with collaborative character arranged by CFT

International congress on tourism in coastal and marine environments in Gothenburg

The Center for Tourism at the School of Business, Economics and Law at the University of Gothenburg hosted the 9th International Congress on Coastal and Marine Tourism 2017 (CMT). CMT is widely considered the world's foremost congress related to tourism and recreation in coastal and marine environments and was attended by academics, students and practitioners from around the world.

The congress, which had the theme “Global challenges, local solutions”, was held at the School of Business, Economics and Law from 13 to 16 June 2017 with approximately 100 participants. The participants represented 29 countries spread across all continents.

Enhancing the attractiveness of Swedish Sport Events, May 8-9, 2017

This was the third workshop together with project stakeholders for the research project “Enhancing the attractiveness of Swedish Sport Events: A study of participation events and highly-involved international sport tourists”. This time a two-day event with externally invited researchers from Sweden (Sten Söderman, Stockholm University) and England (Simon Shibli and Girish Ramchandani, Sheffield University) was held. Together with the five event managers, the first day included presentations and discussions of the project results as well as presentations on sponsoring and the inspirational impacts of events from our invited researchers. The second day was dedicated to the network of researchers and future collaboration on comparative international studies.

Workshop at the Centre for Tourism on future challenges

The Center for Tourism was established as a multidisciplinary research center at the University of Gothenburg. With the reorganization as a transdisciplinary research centre, researchers conducted a workshop on May 10th to discuss how transdisciplinary research within our empirical areas can be strengthened. Almost 30 researchers and tourism industry representatives attended the workshop

2.3 Participation in collaborative conferences and workshops

Researchers working at the Centre for Tourism are participating and presenting regularly at various workshops and conferences aiming to increase collaboration and knowledge transfer between the academy, industry and other important stakeholders. In 2017, CFT has participated during the Swedish Maritime Day and the Maritime Cluster Conference both having a mixed audience of national and regional actors. Furthermore, researchers participated in the following workshops and conferences:

A Workshop held 20 November 2017 at the Mediterranean University of Reggio Calabria (Italy). The workshop involved the directors of Calabria's main Local Action Groups (LAGs) and Fisheries Local Action Groups (FLAGs), representing more than 100 municipalities. The workshop aim was to understand how to support integrated local development of different areas by the means of food and gastronomy as transversal tools.

Maritim Utveckling i Bohuslän is a project where CFT is responsible for one part dealing with all events and festivals in four municipalities. An initial analysis of four "event portfolios" was presented during autumn 2017 in Strömstad for around 100 politicians, event managers and other stakeholders.

Sveriges kommuner och landsting (SKL), Besöksnäringskonferens, 7 december, Stockholm

Invitation to participate in "Kunskapsutveckling inom offentlig sektor – vad säger forskningen" and to be moderator for a session concerning tourism and societal planning.

Adventure Tourism in Bohuslän and Helgeland, Norway

The coasts of Sweden and Norway have unique conditions for adventure tourism, with its attractive archipelagos. In a project on innovation and value creation, researchers, companies and destination actors from northern Bohuslän and the Northern Norway region of Helgeland collaborate to develop experiences that are of interest to selected international markets.

Project owners are Kystriksveien and the Swedish main partner is Svinesundskommittén. The project is funded primarily by VRI funds (stimuleringsmedel forskning och utveckling i Nordland), but also by efforts from the Svinesund Committee and the companies themselves. On the Swedish side, besides the Svinesund Committee, five companies, a municipal representative and the University of Gothenburg participate. From the university, Lena Mossberg and Eva Maria Jernsand participate, both of which represent the maritime cluster and the focus area of maritime tourism. The Swedish and Norwegian groups have met individually, but have also had a joint meeting in Bohuslän with 19 participants.

2.4 Interaction with authorities, governmental bodies, etc.

- Governmental-appointed expert in the public inquiry concerning a future strategy for tourism in Sweden, SOU2017:95 "Ett land att besöka – En samlad politik för hållbar turism och växande besöksnäring"
- On behalf of Gothenburg University, the Centre for Tourism was referral body (Remissinstans) to "Göteborgs stads program för besöksnäringens utveckling fram till 2030".
- Tikitut community-based tourism, member of reference group on sustainable tourism
- 2 members of CFT are appointed to the boards of tourism educations at YRGO, Göteborg (Yrkeshögskolan).

2.5 Proof of quality

"Skaldjursresan" Nominated for Ullbaggepriset 2017

In eight different categories, 24 different companies and projects have now been nominated for a chance to win a Ullbagge at the National Rural Gala. In the category of employment in the blue industry, the jury as one of three candidates selected Skaldjursresan. The person responsible from the Centre for Tourism is Lena Mossberg.

2.6 Communication (selection)

Centre for Tourism researchers have been interviewed and fronted both in newspaper articles, popular scientific papers and radio shows. Some examples are:

["Dags att skrota Kulturkalaset"](#) Göteborgs Posten (20170817)

[Svensk natur lockar turister men dom blir kvar i stan](#) P1, 2017-06-24

[Kommuner och andra samhällsinstitutioner missar chansen att påverka evenemangsbesökare,](#) Kulturnytt, 2017-06-21

INVIT (a newsletter from BFUF on research and innovation in the tourism industry.) Report about the project "Increase Interest in Swedish Sports Events". [Läs](#)

Seminars

The Centre has brownbag seminars at least every second and often every Wednesday. The content of the seminars may cover research output, publications, research applications, collaborative projects and presentations from the industry. When applicable the seminars are announced publicly. A selection of seminars held at the centre during 2017 is provided below.

Maria-José Zapata (Management & Organization) – Can MNCs contribute to a more inclusive tourism? Apollo's sustainability work

Daniel Laven (ETOUR – Mid Sweden University) –Let's talk about tourism: Exploring opportunities for research collaboration in the field of tourism studies

Kristina Lindström (West Sweden Tourism Board & Human Geography) – **On tourism and the sharing economy**

Kåre Skallerud: (Guest Professor at Gothenburg University) "Seafood consumption – attitudes, motivation, and preferences"

Eva Maria Jernsand (Marketing) – Co-creation, Co-innovation, Co-production

John Armbrecht & Erik Lundberg (Marketing) - A Research Agenda for Event Management: a book project

Cheryl Cordeiro (CIBS) – Introduction to research interests (i) individual interest in culinary scene in Gothenburg; country, city branding; personal branding (ii) academic interest in applied linguistics; language as method in international business (IB) studies

Annelie Sjölander-Lindqvist (GRI) – Gastronomy and Tourism: A literature review

Andreas Skriver Hansen (Human Geography) – Discussion on future Coastal and Maritime Tourism

3 Research

3.1 Research areas

Research is the core activity at CFT, which has a strong emphasis on external funding and is successful in attracting research grants. At present the operations embrace more than 15 projects within the areas of food, events, maritime, and sustainable development connected to tourism. During 2017 the ability and structure to ensure successful external funding has been strengthened further through; a weekly research seminar series that supports research application and a formalized seed-money application processes.

The record of publications is proof for the academic quality and relevance of the research being carried out. Two PhD candidates affiliated to CFT defended their theses successfully. Additionally, more than 25 publications with a direct connection to CFT were published during 2017. Many of these publications are a direct result of research projects within CFT.

High attractiveness and successful external funding has given us the opportunity to extend the network of people involved in relevant research areas at CFT. During 2017, MORE funded Frank Lindberg from Nordland University. SWEMARC currently funds a guest Professorship for Kåre Skallerud from the Arctic University of Norway.

A strong network is one pillar for good academic research and knowledge dissemination. Being a cross faculty centre facilitates our networking efforts and helps increase transdisciplinary action. To further support network building, CFT has set aside resources to fund research applications that involve at least two faculties at the University and/or have a strong collaborative character.

While spanning over a broad variety of disciplines and fields of research, CFT organizes its research projects according to four main research areas outlined below.

3.1.1 Food (selection of projects)

Climate impact of tourist meals in West Sweden

To find out what types of meals are served in restaurants in West Sweden and what meal compositions make a difference to the climate (carbon dioxide impact). In a long-term perspective, the aim is to reduce the climate impact of tourism in West Sweden.

Funding body: West Sweden Tourist board (Turistrådet Västsverige)

Budget: 113 000 SEK

Time period: 2017

Food and Gastronomy as leverage for local development - FOODEV

FOODEV project aims at implementing an inter-disciplinary research agenda able to determine under which conditions a certain place or region has been able to build on local features and to identify a successful sustainable development strategy based on food and gastronomy.

Funding body: H2020 – European Commission
Budget: €173.857,20
Time period: May 2016-May 2018

The international research on intangibles in small and medium enterprises operating in the industrial and service sectors

This research project aims to investigate the relationships within the sea economy sector, especially between blue food and blue tourism. The objectives is to identify variables and marketing levers that all stakeholders involved in tourism sector can manage in order to increase the attractiveness of the territory. It is also interesting to point out the connection between primary and tertiary sector and then, outline service marketing strategies in blue tourism sector that can have positive effects on blue food.

Funding body: Italian Ministry of Education, University and Research (MIUR)
Budget: Not monetary but human resources allocated to GU.
Time period: 1st March 2016 – 28th February 2018

GASTROCERT Gastronomy and Creative Entrepreneurship in Rural Tourism

How can the development of local gastronomy help protect rural heritage values? And how can entrepreneurial culture enhance locally produced food as a value-added touristic experience? GASTROCERT is an international research project that aims to answer these questions. The objectives include understanding the important role that food plays in cultural identities and promotion of local and regional traditions.

Funding body: JPI Heritage Plus
Budget: SEK 1 356 000 (Swedish part of the project: MIUN+GU- administered by GU)
Time period: April 2015-Dec 2017

NOMACULTURE

Development of novel, high-quality marine aquaculture in Sweden - with focus on environmental and economic sustainability
NOMACULTURE is an interdisciplinary research project that develops strategies for establishment of a sustainable Swedish marine aquaculture.

Funding body: Formas
Budget: 15.943.000 SEK (total budget of the Project) Approx. 1 million SEK dedicated to research at CFT
Time period: 2014-2017

SWEMARC

The Swedish Mariculture Research Center at University of Gothenburg SWEMARC's goal is to increase the cultivation of food from the sea through an interdisciplinary and community-based research in an environmentally sound manner. The global societal challenge addressed by SWEMARC is to find novel ways to increase sustainable food and biomass production for a growing population through marine aquaculture of plants and animals.

Funding body: University of Gothenburg

Budget: 59.719.732 SEK (total budget), Approx. 10 Million SEK dedicated to food tourism
Time period: 2016-2021

Maritime development in Bohuslän (Maritim Utveckling i Bohuslän)

Create opportunities for SMEs to enhance their professionalism, sustainability and innovation power. This is done by the establishment of meeting places for collaboration among actors and through tools for innovation and collaboration. The project involves the establishment of an innovation arena for maritime tourism in Bohuslän and four subprojects: event strategy, science tourism, guest harbors/archipelago transportation, and marine food.

Project owner: Tillväxt Norra Bohuslän (project leader Renée Daun)

Representatives from Centre for Tourism: Eva Maria Jernsand is a postdoctoral researcher in the project. Lena Mossberg is involved through the Maritime cluster of west Sweden.

<http://www.tillvaxtbohuslan.se/mub/>

Funding body: European Union, Region Västra Götaland, University of Gothenburg, and 4 municipalities in northern Bohuslän (Lysekil, Sotenäs, Strömstad and Tanum)

Budget: 9.305.286 SEK

Time period: 2016-2019

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

The project aims at implementing an action where the student role is active in the community to which his/her belongs during the study years, bringing into the university the knowledge of the community and vice-versa, and co-creating with other players, as peer, new knowledge and innovation. The key element of the project is therefore the concept of co-creation, which takes place when all the subjects involved establish a dialogue, reciprocal understanding and common goals.

Funding body: European Commission – Erasmus + - Strategic Partnerships for higher education

Total budget: 276.136 € Budget allocated to GU: 54. 845 €

Time period: November 2017 – October 2019

PHD projects related to Food:

Strategic research for the development of sustainable bivalve shellfish industry on the Swedish West coast

Food and meal is increasingly being considered as an important component of the tourists' experience. Nowadays, tourists are looking for authentic food and local produce and that can be a reason for travel in its own right. Whilst there has been an upsurge of studies looking at the behavioural aspect (satisfaction, preference, decision making process, motivation) of tourists engaged in the local food experience, research is still needed to understand why the local food experience is becoming so important. In particular, an essential area of today is having an understanding of why the tourists will consume one specific experience from several that are virtually alike. For instance, why would they choose to participate in an oyster

or mussels safari rather than being part in another activity? Or what does the choice of this particular type of food experience say about them? Especially, more studies are needed for those tourists who have a high level of interest in food experience and for whom it forms the basis of their travel.

As such, borrowing insight from the consumer culture theory (CCT) and especially the self-identity and luxurious consumption theory, this study will have the objective of understanding:

1. What it means for the food tourists' to participate in food experiences like the Oyster and Mussels safari?
2. How the food tourists' use luxurious seafood experience in their self-identities construction?
3. How the food tourists' co-create value within the food experiencescape?

Interdisciplinary character

This project is part of Gothenburg Centre for Marine Research and a collaborative work with Linnea Thorngren Mattsson, from the department of Marine Ecology. Using a multi-disciplinary approach, one of our papers will look at the possibility of working with sustainable production of the oyster industry by bringing in issues pertaining to sustainable consumption.

3.1.2 Events (selection of projects)

To increase interest in Swedish sports events (BFUF)

A study of highly involved international sports tourists. Sports tourism is becoming increasingly popular and an increasing number of international tourists travel long distances to participate in sports events. In Sweden we have got used to being able to attract many participants, local and from overseas, to Vasaloppet, Lidingöloppet, marathons, triathlons and cycling events. However, the competition for international sports tourists is increasing. With more and more events to choose from – how can we guarantee that those international athletes choose to come to Sweden? Having a good reputation as a host country, is not good enough. We need to gain a better understanding of the way highly involved and active sports tourists think and make their choices of participation. With that knowledge in mind, we can develop strategies to raise the profile of high-profile Swedish sports events on the international market and also awareness about how to package their offers.

The project has a budget of approximately 1.8 million SEK and is being run by the Centre for Tourism (CFT) at the University of Gothenburg. The Project Manager is Harald Dolles, Professor at the Centre for International Business Studies (CIBS) and affiliated with the Centre for Tourism (CFT), both University of Gothenburg. Other collaborators include: Erik Lundberg, PhD in Business Administration, CFT, Tommy D. Andersson, Professor, CFT, John Armbricht, PhD in Business Administration, CFT, and Donald Getz, Professor Emeritus, University of Calgary, Canada.

Events in Maritime development

Maritim Utveckling i Bohuslän is a project where CFT is responsible for one work package (among other parts) dealing with all events and festivals in four municipalities. An initial analysis of four “event portfolios” is completed and measures to develop the portfolios have been suggested to the municipalities concerned. A written report with the analysis has also been produced. During the spring 2018 we plan to have meetings where all event managers, politicians and other stakeholders are invited. The objective of the meetings will be to share knowledge between event managers and between academics, managers, politicians and other stakeholders.

3.1.3 Maritime tourism (selection of projects)

Creating innovative experiences in tourism - Frank Lindberg. From: University of Nordland, to: University of Gothenburg.

The overall purpose of this project is to investigate how extraordinary tourism contexts are experienced. It is based on a project in Norway on tourist experiences and innovations funded by the Norwegian Research Council.

The host was Centre for Tourism at the School of Business, Economics and Law at University of Gothenburg. Among other things, the project aims to:

- Increase knowledge on innovation models related to tourism experiences.
- Conduct seminars and workshops together with the industry with dissemination of results and implications.
- Build long-term relationships between the research centers and universities.
- Strengthening existing clusters connected to tourism in general and to maritime tourism in particular.

NOMACULTURE

Development of novel, high-quality marine aquaculture in Sweden - with focus on environmental and economic sustainability.

NOMACULTURE is an interdisciplinary research project that develops strategies for establishment of a sustainable Swedish marine aquaculture.

SWEMARC

The Swedish Mariculture Research Center at University of Gothenburg SWEMARC's goal is to increase the cultivation of food from the sea through an interdisciplinary and community-based research in an environmentally sound manner. The global societal challenge addressed by SWEMARC is to find novel ways to increase sustainable food and biomass production for a growing population through marine aquaculture of plants and animals.

3.1.4 Community Development (selection of projects)

Flexit project 2016 – 2019.

The project seeks new, flexible solutions to spread research and researchers outside the academia. Its main purposes are a) to build bridges between the social sciences research and organisations outside academia and b) to facilitate knowledge exchange and encourage contacts so that more non-academic organisations can gain from research expertise. In the long term, the Flexit initiative, seeks to influence the academic merit system and to open up for alternative career opportunities for social science researchers. The specific research project revolves around the notion of sustainable regional development through tourism, specifically focusing on the issue of inter-organizational collaboration in tourism.

3.2 Researchers involved in the Centre for Tourism

3.2.1 Recent and temporary additions to the research community

Visiting Senior researchers

During 2017 Frank Lindberg visited the Centre for Tourism for 12 months. Frank Lindberg, PhD, is Associate Professor of Marketing at Bodø Graduate School of Business, University of Nordland, Norway. His current research focuses on experience economy, consumer research, and research methodology, especially related to consumer culture theory.

As part of the research project SWEMARC, Professor Kåre Skallerud, has visited GU for the first time. Kåre participated during the inauguration of SWEMARC and held an open seminar on “Seafood consumption – attitudes, motivation, and preferences”.

New Post-Doc to CFT and Gothenburg University

Dr. Chiara Rinaldi received her PhD from the University of Macerata (Italy), investigating the roles Universities can assume in multi-stakeholder networks (third mission) to support sustainable destination development. The specific focus was on place branding and regional umbrella-brand co-creation in rural areas. She currently is a Post-Doctoral Marie Skłodowska-Curie Research Fellow at the School of Business, Economics and Law – University of Gothenburg (Sweden). She is working on the research project “Food and gastronomy as leverage for local development – FOODEV”, financed by European Union’s Horizon 2020 Research and Innovation Programme. Her research interests lie in the area of sustainability and sustainable development; food and gastronomy for place development; sustainable tourism and food tourism; EU policy. She published several articles on these topics and presented her work in various international conferences. Chiara has also been involved in different EU co-funded projects, and for different roles: exchange researcher, project manager, and expert evaluator.

Visiting post-doc researcher at CFT

Lucia Pizzichini is a Post-doc visiting researcher from Marche Polytechnic University (Italy), where she received her PhD in Business Administration in 2015. Lucia has an expertise in areas such as: service marketing, corporate communication, relational marketing and food marketing. In particular, her research interests lie in the area of coastal and maritime tourism and sustainable regional development through food tourism. In 2018 started a project focusing on food tourism in national parks and tourists' shopping experience. Lucia is also part of Organizational and Scientific Committee of the Conference "Tomorrow's Food Travel - TFT".

3.2.2 PhD-students affiliated to CFT

Sandhiya Goolaup: Research areas: Consumer Behaviour; Experiential Marketing; Tourism Marketing; Food Tourism

Mats Carlbäck: Business administration - To Be or Not to Be... - Brand Affiliation in the Hotel Industry

Bianca Koroschetz: Business administration – Research areas: Sustainable consumption, practice theory, marketing, ANT, antifouling

Henrik Jutbring: Business administration - Social Marketing through Events

3.2.3 Researchers affiliated to the CFT

Name & position	Name & position
Andersson, D. Tommy Professor	Mossberg, Lena Professor
Armbrecht, John Postdoktor	Nilsson Lindström, Kristina Universitetsadj
Biddulph, Robin Forskare	Nyström, Maria, Professor
Dolles, Harald Professor	Pizzichini, Lucia Forskare
Getz, Donald Professor	Rawls, Misty Doktorand
Gravert, Christina Forskare	Rayner, David Forskare
Hallberg, Annika Universitetslektor	Rinaldi, Chiara Postdoktor
Hauff, Jeanette Universitetslektor	Scheyvens, Regina Professor
Jernsand, Eva Maria Doktorand	Sjölander Lindqvist, Annelie Universitetslektor
Kraff, Helena Doktorand	Skriver Hansen, Andreas Doktorand
Koroschetz, Bianca Doktorand	Wikhamn, Wadja Docent
Lindberg, Frank Forskare	Zapata Campos, María José Forskare
Lundberg, Erik Forskare	Kåre Skallerud

3.3 Research collaborations & network

Andreas Skriver Hansen elected as member of The International Coastal and Marine Tourism Society

Erik Lundberg elected as member of the board for NORTHORS, the Nordic Society for Tourism and Hospitality Research.

During 2017 the centre joined NATU, the Network for Academic Tourism Education.

3.4 Dissertations during 2017

Social Marketing through Events – Henrik Jutbring

Abstract: In today's society, events are used as a means to achieve a variety of goals, including increased tourism and economic improvement. Events also offer opportunities for communication, both through the visitor experience and through the publicity that is generated. In this line of research, an emerging perspective on events as catalysts of behaviour change has increasingly been addressed by event scholars and is the focus of this thesis.

Within the marketing discipline, one field that involves behaviour change is social marketing. Undesired behaviours are targeted for replacement by alternative behaviours that are considered more beneficial from an individual and societal perspective. Social marketing can be directed downstream, which is a direct address of individual behaviours, or upstream, which considers attempts to influence the behaviours of actors who shape the environment in which individuals exist.

This thesis describes how downstream social marketing research has shifted from a traditional perspective of influencing individual consumers' behaviours through the promotion of ideas to a broader perspective that seeks to understand consumers' search for hedonic or social response in relation to behaviour change. In this direction, this thesis suggests and explores the construct of the experiencescape in the social marketing research field.

Scholars have suggested that the upstream direction has traditionally been neglected, and there is a need to advance upstream theory to guide upstream social marketing. Within upstream social marketing, publicity is recognized as an important means to influence policy and policy makers. Events' capacity to generate publicity and awareness of issues can be utilized for social marketers. To theoretically address this issue, framing theory is introduced in a social marketing context.

Through the lens of social marketing, this thesis explores how events can be used to influence behaviour change. A mixed-methods approach is employed to collect case study data from the perspectives of various stakeholders, for instance public organizations, visitors, event producers, advocacy groups.

This thesis demonstrates that through the event experience, visitors' access to alternative behaviours can be temporarily enhanced. The event experience comprises a variety of dimensions that can be used to influence individual consumers' behaviour. It is argued that

experiences of social marketing products in an event setting that contrasts the mundane have implications for perceived consumer value and thus for behaviour adoption and maintenance. It is concluded that events enable social marketing communication beyond traditional information-based promotion.

The study also explores how framing theory can guide attempts to use publicity for upstream purposes. As such, this thesis shows how event-generated publicity can be framed and thus can be an approach for social marketers.

By introducing the theoretical construct of the experiencescape this thesis contributes to expand the area of social marketing. The experiencescape provides a lens that acknowledges consumers' emotions and search for a hedonic response as central to influencing behaviour. This concept resonates with the emerging perspective of consumer perceived value as a driver of behaviour adoption. Moreover, this thesis contributes by exploring publicity as a means of social marketing. It is concluded that framing theory, particularly the sub-process of frame-building, provides a framework for considering how publicity frames may be approached in upstream social marketing.

Finally, practical strategies are discussed regarding stakeholders' use of events to influence downstream and upstream behaviour change. It is suggested that from a social marketing perspective, there is an unleashed potential for destinations to manage event portfolios because in addition to the traditional rationale of using events as a means to achieve economic goals, the intersection between events and a social and environmental agenda for sustainable development provides interesting opportunities. This possibility applies to recurring hallmark events that—by definition—are locally embedded in social and cultural structures

To Be or Not to Be... - Brand Affiliation in the Hotel Industry – Mats Carlbäck

Abstract: A large proportion of any business's value comprises intangible assets, and for many businesses a considerable part of these assets' value is attributable to brands with which businesses affiliate. In light of increasing affiliation of hotel properties with hotel chains and the increasing importance of branding in the hospitality industry, senior managers/owners should be aware of the importance of concepts such as brand equity and brand value and, better yet, incorporate them into their strategic decision-making processes. The extent to which hotel management scholars and industry practitioners understand or use the concept of brand value attributable to affiliation (BVAA) is, however, limited.

The aim of this research project is to increase our understanding of the costs and benefits connected with operating a hotel independently or as part of an affiliation, using both quantitative and qualitative methods. Such an understanding could be used to spur further research but should also be directly applicable by the practitioners.

The results of this research indicate that affiliating with a brand matters to managers/owners in the hotel industry, but also that brand-related concepts are used only to a limited extent. One of the studies comprising this dissertation, which included 51,000 hotels in the U.S. during a full economic cycle, suggests that affiliated hotels produced better financial performance than unaffiliated hotels, especially during the global economic recession of 2007–2009. On the other hand, the results from a study of hotels and organisations in Sweden

suggest that brand value–related information attributable to affiliation is not used to any large extent in the industry. In the third study, a method for financially evaluating BVAA is developed, making it possible not only to measure whether affiliating produces a positive BVAA, but also to demonstrate a practical method for financially assessing a current affiliation and the various affiliation options. Consequently, these findings should contribute new ways of treating the strategic question of affiliation.

3.5 Scientific awards

Best conference paper: Eva Maria Jernsand, Centre for Tourism participated in AIRTH2017 – Innovation in tourism and hospitality: preparing for the future. Eva Maria presented: ”Innovation as a Vital Part of Place Branding” and was awarded ”Best Academic Paper”.

3.6 Conference participation (selected)

26th Nordic Symposium of Tourism and Hospitality, Falun. 8 researchers from Centre for Tourism attended 4-6 October at the 26th Nordic Symposium of Tourism and Hospitality Research and presented new research findings. This year, the conference in Falun was organized by researchers at the universities in Dalarna and had more than 160 participants. The conference was a great opportunity to meet the Nordic contacts in the CFT network and plan future collaborations. During the conference, CFT's co-worker Erik Lundberg was elected to the board of the Nordic Research Network, NORTHORS. CFT affiliates were chairs of two sessions.

ATLAS Annual Conference 12-16 September 2017, Viana do Castelo, Portugal; Destinations past, present and future presenting a study on “Happiness and participation in mass sport events”. ATLAS is a large organization for research and teaching in tourism. A special section on event studies, chaired by prof. Greg Richards, provides excellent opportunities for channeling research carried out at CFT internationally.

4th Nature & Sport Euromet in La Seu d’Urgell 27-29 September 2017; giving a key-note presentation about “Sport Event Travel Careers”. This is a fairly new group of researchers doing research in tourism activities in nature. The group meets biannually and has few Scandinavian members but provides an attractive forum for CFT and research about extreme sport activities in nature. In 2017 it was organized by INEFC Barcelona an institute CFT has collaboration with and from which university CFT had a visiting researcher (Joan Babi-Lladós) during the summer 2017.

Association of American Geographers (AAG) Annual Conference, April 5-9, 2017, Boston (www.aag.org). Paper presentation: "Sustainable Tourism – Resilient Destinations: Future Governance Strategies in Tourism Development?". Member of the panel to discuss during the panel debate.

Tourism Education Future Initiatives (TEFI), Euro-TEFI 20-22 august 2017, Copenhagen. Conference Theme "Building our stories: Co-creating tourism futures in research and practice, Invitation to have a keynote on collaboration between academy and practitioners.

Culinary and Wine Tourism Conference 2017, October 18-21 Krems (Austria)

3.7 External grants (received 2017)

Creating innovative experiences in tourism (approximately 1.000.000 SEK)

Frank Lindberg from the University of Nordland in Norway received a one-year full research funding to investigate how extraordinary tourism contexts are experienced. The project is based on a project in Norway on tourist experiences and innovations funded by the Norwegian Research Council.

Sustainable tourism development in the Nordic Arctic (300.000 SEK)

John Armbricht, Erik Lundberg and Lena Mossberg of the Centre for Tourism has, as part of an international research consortium, been awarded research grants from the International Network Program (Danish Agency for Science and Higher Education) and Nordregio for research on sustainable tourism development in the arctic region.

The purpose of the project is to establish a network of researchers from around the Arctic that brings together academic experts in Arctic marine resource economics, tourism and marketing with tourism practitioners whose livelihoods rely upon living marine resources. The project aim is to investigate how to utilize existing human capital, natural resources (especially living marine resources) and infrastructure capacity to develop innovative sustainable tourism that can diversify and make Arctic economic development more resilient.

FOODBIZ (450.000 SEK)

"Food and Gastronomy as leverage for local development – FOODEV" MSC- IF H2020

and University and business learning for new employability paths in food and gastronomy - FOODbiz, Erasmus+ project, Strategic Partnerships for Higher Education action, started in November 2017.

Smart vacationing (500.000 SEK)

The purpose of the project is to contribute to more sustainable tourism by developing a digital platform with tools and advice that promote residents' opportunity to travel within their own city as well as to contribute to profiling sustainable transport options to a destination. The project also contributes to the sustainability work of the tourism industry by spreading knowledge and inspiring at organizational level to promote climate-smart holiday options. In the project, a calculator showing the impact on climate change on different holiday options is developed, as well as a summary of existing research in the area to be made available.

The project idea is to contribute to changes in two ways. Firstly, by inspiring consumers' to do climate-smart vacation choices. Secondly, the project want to advance the discussion about sustainable tourism among public and private decision-makers in the tourism industry that strives to reduce climate impact and uses climate information in its marketing.

3.8 Scientific publications (exported from SWEPUb)

- Andersson, T., Armbrrecht, J., & Lundberg, E. (2017a). Linking event quality to economic impact: A study of quality, satisfaction, use value and expenditure at a music festival. In (Vol. 23:2): *Journal of Vacation Marketing*.
- Andersson, T., Armbrrecht, J., & Lundberg, E. (2017b). Triple impact assessments of the 2013 European athletics Indoor Championship in Gothenburg. In (Vol. s. 158-179): *Event Impact Abingdon : Routledge*.
- Andersson, T., & Mossberg, L. (2017). Travel for the sake of food. In (Vol. 17:1, s. 44-58): *Scandinavian Journal of Hospitality and Tourism*.
- Andersson, T., Mossberg, L., & Therkelsen, A. (2017). Food and tourism synergies: perspectives on consumption, production and destination development. In (Vol. 17:1, s. 1-8): *Scandinavian Journal of Hospitality and Tourism*.
- Armbrrecht, J., & Andersson, T. (2017a). *Event Impact*. New York: Routledge.
- Armbrrecht, J., & Andersson, T. (2017b). Subjects and objects of event impact analysis. In: *Event Impact Abingdon : Routledge*.
- Armbrrecht, J., Lundberg, E., & Andersson, T. (2017). Experience quality, satisfaction, perceived value behavioral intentions in an event context. In: *Session Proceedings. 26th Nordic Symposium of Tourism and Hospitality Research, October 4-6 2017, Falun, Sweden*.
- Biddulph, R. (2017a). Social enterprise and inclusive tourism. Five cases in Siem Reap, Cambodi. In (Vol. s. 1-20): *Tourism Geographies*.
- Biddulph, R. (2017b). Tourist territorialisation and geographies of opportunity at the edges of mass destinations. In (Vol. 19:1, s. 27-43): *Tourism Geographies*.
- Getz, D., Andersson, T., Armbrrecht, J., & Lundberg, E. (2017). Definitions and meanings of value. In (Vol. s. 1-9): *The Value of Events Abingdon : Routledge*.
- Getz, D., Andersson, T., Armbrrecht, J., & Lundberg, E. (2017). A synthesis, summersies and some ontological propositions. In (Vol. s. 181-199): *The Value of Events Abingdon : Routledge*.
- Goolaup, S., & Jernsand, E. M. (2017). Learning through extraordinary tourism experiences: the case of oyster safaris in Lysekil and the oyster bar on Kåringön. In: *Abstract*

- presented at the 9th International Congress on Coastal and Marine Tourism (CMT2017), University of Gothenburg, Sweden, 13-16 June.
- Goolaup, S., & Mossberg, L. (2017a). Exploring consumers' value co-creation in festival context using a socio-cultural lens. In: *The Value of Events*. Edited by John Ambrecht, Erik Lundberg, Tommy D. Andersson och Donald Getz. Taylor and Francis.
- Goolaup, S., & Mossberg, L. (2017b). Exploring the concept of extraordinary related to food tourists' nature-based experience. In (Vol. 17:1): *Scandinavian Journal of Hospitality and Tourism*.
- Jernsand, E. M. (2017a). Engagement as transformation: Learnings from a tourism development project in Dunga by Lake Victoria, Kenya. In (Vol. 15:1, s. 81-99): *Action Research*.
- Jernsand, E. M. (2017b). Innovation as a vital part of place branding. In: *Proceedings AIRTH 2017 – Innovation in Tourism and Hospitality – Preparing for the Future*, Portoroz, Slovenia, 23-25 March 2017.
- Jernsand, E. M. (2017c). Place branding and (co-)innovation in a west Sweden context. In: *The 26th Nordic Symposium of Tourism and Hospitality Research*, Falun 4-6 October 2017.
- Jernsand, E. M., & Kraff, H. (2017a). Collaboration across borders. In: *Mistra Urban Futures' annual conference: Realising just cities - learning through comparison*.
- Jernsand, E. M., & Kraff, H. (2017b). Democracy in participatory place branding: a critical approach. In (Vol. s. 11-22): *Inclusive place branding; critical perspectives on theory and practice* Abingdon, Oxon; New York, NY : Routledge.
- Lundberg, E. (2017). The importance of tourism impacts for different local resident groups: A case study of a Swedish seaside destination. In (Vol. 6:1, s. 46-55): *Journal of Destination Marketing and Management*.
- Lundberg, E., Ambrecht, J., Andersson, T., & Getz, D. (2017). *The Value of Events*. Abingdon: Routledge.
- Mossberg, L., & Dorthe, E. (2017). Storytelling and meal experience concepts. In (Vol. 25:7, s. 1184-1199): *European Planning Studies*.
- Nilsson Lindström, K., & Lundberg, E. (2017). Researching local communities: Towards a research design for inclusive tourism. In: *Association of American Geographers Annual Meeting*, Boston.
- Rinaldi, C. (2017). Food and gastronomy for sustainable place development: A multidisciplinary analysis of different theoretical approaches. In (Vol. 9:10): *Sustainability* (Switzerland).

4 Economic report

The economic situation of CFT is good. The work progresses according to budget, but due to a late start (three months), less of the budget has been spent on salaries as well as on activities. Furthermore, recruitments have been delayed which further decreases the costs for 2017. Currently four persons have paid salary from CFT. Their administrative and organizational work provides added value to both researchers and the university in terms of improved academic and collaborative structure.

Below, a table outlines the budget for 2017 as well as a 25% reduced budget (equivalent to three months) due to a late start of the centre (end march instead of beginning of January). The budgets are then compared to the actual incomes and expenditures during 2017.

Worth noting is that only incomes and expenditures for organising CFT are included. The research and collaborative projects are not included in this economic reporting, but are estimated to approximately 3.5 million Kronor for 2017.

Verksamhet	Projektnivå 1	Projektnivå 2	BUDGET (planerad)	BUDGET (minus 25%) p.g.a. 3 månader försenad start	IB	Periodens utfall	UB
		överföring CFT I			-1 543 540		-1 543 540
252110904 CFT	Inkomster	Bidrag/Uppdrag	-800 000	-800 000	0	-400 000	-400 000
		Fakultetsfinansiering	-400 000	-400 000	0	-400 000	-400 000
		medfinansiering FEK (inkind)	-54 371	-54 371			
	Inkomster Summa		-1 254 371	-1 254 371	-1 543 540	-800 000	-2 343 540
	Utgifter	Personalkostnader	680 928	510 696	0	211 656	211 656
		Resekostnader			0	53 160	53 160
		Driftkostnader	125 000	93 750	0	10 861	10 861
		Lokalkostnader	81 444	61 083	0	22 744	22 744
		Indirekta kostnader	346 263	259 697	0	288 173	288 173
	Utgifter Summa		1 233 635	925 226		586 594	586 594
252110904 CFT					-1 543 540	-213 406	-1 756 946
Slutsumma			-20 736	-329 145	-1 543 540	-213 406	-1 756 946

The income and expenditure of CFT are given as sums. A more detailed specification of each category may be provided upon request. The relatively high initial Balance Sheet (ingående balans, IB) originates from unused resources of previous research projects. The support from the department of Business Administration (54 371 kr) is removed from both the incomes as well as the expenditures because it concerns an in-kind contribution.