



GÖTEBORGS UNIVERSITET  
HANDELSHÖGSKOLAN



## Centre for Tourism (CFT) - Annual report – 2018

### Summary and reflection

Tourism is transdisciplinary in its nature. Our aim is therefore to combine expertise from different disciplines to provide answers to relevant questions. CFT, as an organizational unit employs, 3-4 persons (10-40%) who are working with administration and organization, which has spin-off effects and contributes to a diversity of activities (e.g. seminar series, report series, seed money applications, collaborative projects, visiting scholars, etc.). Currently more than 25 persons are actively involved in research, educational and collaborative activities under CFT.

CFT has strong emphasis on external funding and is successful in attracting research grants. At present, the operations embrace more than 15 projects within food, events, maritime, climate and community development connected to tourism. During 2018 the ability and structure to ensure successful external funding has been strengthened further through the weekly research seminar series that supports research application and a formalized seed-money application process. Researchers at CFT have, during this year, secured funding from for example FORMAS, Energimyndigheten, VGR and Adlerbertska stiftelsen (totalling nearly 20MSEK).

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. The sustainability perspective must permeate all activities of CFT and is integrated in

research, collaboration, and education. This year, a new focus area has been established focusing on Tourism and Climate. Another example is the new project on Tourism in Multicultural Societies funded by FORMAS, which will start in 2019.

In regards of collaboration, CFT has worked with actors from Swedish Sports (Riksidrottsförbundet) to Tikitut (small community-based tourism actor) with different collaborative efforts furthering sustainability goals. In an educational context, CFT holds an annual course called Corporate Social Responsibility in Tourism and Events to graduate students at the School of Business, Economics and Law. In general, the educational activities are increasing with three courses on the Guide program (in collaboration with the Department of Historical Studies) and participation in the development of the Master in Sea and Society and the Nordic Master programme in Sustainable Production and Utilization of Marine Bioresources (starting 2019)

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 in 2018. Additionally, 35 papers with a direct connection to CFT were published or presented at conferences during 2018.

High attractiveness and successful external funding has given us the opportunity to extend the network of people involved in relevant research areas at CFT. Kåre Skallerud, Professor in Marketing at the Arctic University of Norway (UIT) has been acting as guest professor funded by SWEMARC. During 2018, two international Postdoc researchers have also continued their work 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.

Being a cross faculty centre facilitates our networking efforts and help increase transdisciplinary action. To further support network building, CFT has set aside resources to fund research applications. A prerequisite for receiving this funding is to involve at least two faculties at the University and/or have a strong collaborative character. Two planning grants of this kind were awarded during 2018. Nationally, CFT has close cooperation with the two other tourism research centers in Sweden; CeTLeR at Dalarna University and ETOUR at Mid University. Within an educational perspective, CFT is active in the National Network for Academic Tourism Education (NATU).

Collaboration between CFT members and actors within the tourism industry and the public is constantly evolving. Together with Chalmers, West Sweden tourism board, Göteborg & Co and the City of Gothenburg we launched a public platform ([www.klimatsmartsemester.se](http://www.klimatsmartsemester.se)) dedicated to the issues of climate emissions of tourism. It has, to date, had close to 100 000 unique visitors. Another collaborative effort is to support labour market integration in the northeast of Gothenburg together with tourism actors. Within the UGOT Challenges project SWEMARC, researchers are developing mariculture products in projects such as Scary Seafood. A fourth example is a project involving CFT and four municipalities in Bohuslän, bringing together tourism stakeholders to develop an innovation arena for maritime tourism including projects on marine food, guest harbours and archipelago transportation, a common event strategy and science tourism.

Another important activity for CFT is to develop its network by annually organizing national or international conferences. As an example, during 2018, CFT hosted the Tomorrow's Food Travel (TFT) conference. This was a collaborative effort together with Visit Sweden, Gothenburg&Co and West Sweden Tourist Board. TFT took place 8-10 October 2018 at the School of Business, Economics and Law and gathered over 200 international researchers and practitioners presenting papers, participating in workshops and networking. In 2019, symposia on the topics of innovation platforms and food tourism are planned.

## Svensk Sammanfattning

Turismforskningen är transdisciplinär. Därför är vårt mål att sätta samman experter från olika discipliner för att ge svar på relevanta frågor. CFT avlönar 3-4 personer på årsbasis (på 10-40% av tjänst) som administrerar och organiserar verksamheten. Målet är att (med)skapa, möjliggöra och stödja en mängd aktiviteter (t.ex. seminarier, rapportserier, planeringsbidrag, samverkansprojekt, forskarbesök etc.) som skapar spin-off effekter. För tillfället är mer än 25 personer vid GU aktiva i forskning, utbildning och samverkansaktiviteter kopplade till centrat.

CFT lägger stor vikt på att attrahera extern finansiering och har varit framgångsrika när det gäller forskningsfinansiering. För tillfället har CFT fler än 15 projekt inom mat, evenemang, maritima frågor, klimat, samhällsutveckling med kopplingar till turism. För att stärka möjligheterna till extern finansiering har ett antal aktiviteter genomförts under 2018; seminarier för att stötta forskningsansökningsskrivande samt planeringsbidrag. Forskare har under året fått positiva besked på forskningsansökningar till bl.a. FORMAS, Energimyndigheten, VGR och Adlerbertska stiftelsen (totalt närmare 20MSEK över flera år).

Turistindustrin står idag inför flera hållbarhetsutmaningar. Ett exempel är att den snabba tillväxten i branschen ökar flygresande vilket skapar negativa klimateffekter. Antalet turister på populära destinationer når också ohållbara nivåer med sociala och miljökonsekvenser för lokalbefolkningen. Hållbarhet är därför centralt för CFT:s aktiviteter och är integrerat i forskningen, samverkan och utbildning. I år har CFT därför etablerat det nya fokusområdet ”Tourism and Climate”. Ett annat exempel är det nya projektet ”Tourism in Multicultural Societies” som startar 2019, finansierat av FORMAS.

När det gäller samverkan har CFT fördjupat samarbetet med aktörer såsom Riksidrottsförbundet och Tikitut där samverkan fokuserat på hållbara lösningar. I undervisningen håller CFT en årlig kurs med tydligt hållbarhetsfokus för Master-studenter (Corporate Social Responsibility in Tourism and Events). Generellt har 2018 varit ett steg framåt när det gäller undervisning. CFTs insatser på Guideprogrammet (administreras från Institutionen för historiska studier) utökas till tre kurser och två nya mastersprogram är i startgropen med CFT som medverkande (Master in Sea and Society och Nordic Master programme in Sustainable Production and Utilization of Marine Bioresources). De två sistnämnda startar 2019.

Antalet publikationer är ett bevis på akademisk kvalitet och relevans. Under 2018 har två doktorander kopplade till CFT försvarat sina avhandlingar. Utöver det har 35 artiklar, med direkt koppling till CFT, publicerats eller presenterats vid konferenser.

Genom att vara attraktiva och framgångsrika med extern finansiering har CFT haft möjligheten att utöka sitt nätverk inom olika forskningsområden. Professor Kåre Skallerud (Arctic University of Norway, UIT) har rekryterats som gästprofessor med finansiering från SWEMARC. Två internationella postdoktorer har också fortsatt sitt arbete på CFT: Dr. Chiara Rinaldi (University of Macerata, Italien) är Post-Doctoral Marie Skłodowska-Curie Research Fellow på Handelshögskolan och Lucia Pizzichini från Marche Polytechnic University, postdoktor med fokus på tjänstemarknadsföring och turism.

Sedan 2017 är CFT ett fakultetsövergripande centrum vilket underlättar samverkansinsatser och transdisciplinära aktiviteter. För att stödja detta har CFT öronmärkt resurser för att

finansiera forskningsansökningar genom planeringsbidrag (seed-money). Ansökningarna måste involvera minst två fakultet och ha uttalade samverkansambitioner. Två planeringsbidrag delades ut under 2018. I ett nationellt perspektiv har CFT ett nära samarbete med de två andra forskningscentrumen som fokuserar på turismfrågor; CeTLER vid Högskolan i Dalarna och ETOUR vid Mittuniversitet. När det gäller utbildning och samverkan är CFT aktiva i Nätverket för akademiska turistutbildningar och forskning i Sverige (NATU).

CFT:s samarbete med offentliga organisationer och aktörer inom turistindustrin fortsätter att utvecklas. Tillsammans med Chalmers, Turistrådet i Västsverige, Göteborg&Co och Göteborgs stad har vi lanserat en publik web-plattform ([www.klimatsmartsemester.se](http://www.klimatsmartsemester.se)) med fokus på klimatutsläpp från semestrande. På drygt ett år, från lanseringen 2018 har siden haft ca 100 000 unika besökare. Ett annat initiativ är att stötta integrationen på arbetsmarknaden i nordöstra Göteborg tillsammans med turistaktörer. Inom UGOT Challenge-projektet SWEMARC har CFT-forskare jobbat med produktutveckling inom akvakultur (Scary Seafood). En fjärde exempel är projektet Maritim utveckling i Bohuslän (MUB) där CFT arbetar tillsammans med fyra kommuner i Bohuslän för att sammanföra turistintressenter för att skapa en innovationsarena för maritim turism.

Att organisera årliga nationella och internationella konferenser är en viktig aktivitet för CFT för att utveckla vårt nätverk. Under 2018 var CFT och Handelshögskolan värdar för konferensen Tomorrow's Food Travel (TFT). Den samarrangerades tillsammans med Visit Sweden, Göteborg&Co och Turistrådet i Västsverige. TFT samlade ca 200 internationella forskare och praktiker för att presentera forskning, workshops och nätverkande. Under 2019 planeras mindre konferenser om innovationsplattformar och matturism.

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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 center at Gothenburg University, involving not only the *School of Business, Economics and Law*, 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 the four faculties and three external partners: *Göteborg & Co*, *Turistrådet Västsverige*, and *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 ( <i>replaced by Helena Kraff, nov. 2018</i> )
School of Business, Economics and Law	Business Administration	Henrik Agndal	Stefan Sjögren
Faculty of Arts	Department of Historical Studies	Christer Ahlberger ( <i>replaced by Klas Grinell, march 2018</i> )	Johan Ling
Göteborg & Co		Lennart Johansson	
Turistrådet Västsverige		Marie Linde	
Liseberg		Chatri Wihma ( <i>vacant</i> )	

The board had four meetings during 2018. The executive group runs and coordinates the activities at CFT on a daily basis. It consists of John Armbrecht, Lena Mossberg and Erik Lundberg.

Professor Christer Ahlberger (from the Faculty of Arts) resigned from the board during 2018. He was replaced by Dr Klas Grinell. Klas is a researcher at the Department of Literature, History of Ideas, and Religion at the University of Gothenburg.

Professor Lisbeth Svengren Holm retired in 2018. Her position in the board was filled by Dr. Helena Kraff, Associate Senior Lecturer at the Academy of Design and Crafts.

During 2018, Liseberg decided not to renew their membership. With the new organisation of the city-owned companies in Gothenburg, Liseberg is part of a cluster managed by Göteborg&Co, which is already member of the board. The board is discussing possible replacements for Liseberg.



## **Profile research areas**

### **Food & Tourism**

It is almost 20 years since the CFT started working with Food Tourism. There has been considerable growth in this research area during the years, 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. During 2018, this was demonstrated by the co-organizing of the conference Tomorrow's Food Travel (TFT), attracting more than 200 scholars and practitioners to the school.

### **Events and Tourism**

Event Management and Event Tourism are core research fields 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 center has research projects together with partners such as Swedish Sports (Riksidrottsförbundet), Göteborg & Co and the Region of Kalmar. 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, and Leeds Beckett University) and Denmark (Syddansk universitet). During 2018, two new large event projects funded by the EU were successfully won as part of two European consortia (see below).

### **Maritime**

During the last years, Maritime tourism has 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, planning, destination and place development are fields where research is going on.

For research on maritime tourism, the cross-faculty center has shown to be very efficient. Involvement of researchers from other areas, such as design and natural science has received increased attention. During 2017-2018 one guest professor has been financed and an associate senior lecture (tenure track) employed by projects related to CFT and maritime tourism. The recruitment of a second associate senior lecture also started during 2018. The position is financed by the project SWEMARC.

### **Community Development and Tourism**

This profile area includes research projects with researchers mainly from Human Geography, Design Studies and Business Administration. Focus is on a community perspective on tourism development in both 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.

### **Climate, the Environment and Tourism**

In line with the increased focus on climate change in society and academia during the last years, the center has established several research initiatives concerning climate, the environment and tourism. Therefore, this has also been established as a new focus area of CFT. This has been possible in close collaboration together with Chalmers University of Technology, the city of Gothenburg, the Region of West Sweden, West Sweden Tourist Board and Gothenburg&Co. Many collaborative efforts originate in the Network for Climate Smart Vacationing, which was founded in 2016 by local actors from academia, the public and private sector. CFT is member and a driving force in this network since the beginning. During 2018, the public site [www.klimatsmartsemester.se](http://www.klimatsmartsemester.se) was launched. The center is the owner of the platform. A three-year research project was also started around climate smart vacationing, funded by Energimyndigheten.

## 2 Collaboration

Collaboration with stakeholders and engagement in outreach activities is a central part of CFT. To do so, we use an array of communication strategies and interactions with stakeholders, including 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 and Chalmers we have developed a tool to track carbon emissions of tourists. Together with actors in Norra Bohuslän we have projects developing event, tourism and maritime strategies. 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. These projects and others that were underway in 2018 are described briefly below.

### 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. 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+) 2017-2019*

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 to promote innovation and co-creation through the support of universities to their reference territories, which fosters relations, a common understanding, and exchange among students, business players and stakeholders. This supports improved skills among present and future workforce in the food sector.

*Network for Climate Smart Vacationing*

The purpose of the network is to contribute to more sustainable tourism in terms of less climate intensive use of resources. This is done through information sharing, presentations of recent research and projects, common projects, and networking. The network was founded in 2016 and consists of academics, public actors, NGOs, and private actors. In 2018, the network

held four meetings with participants from CFT, Chalmers, the City of Gothenburg, the Region of West Sweden, Stena Line, Svenska Naturskyddsföreningen, County Administrative Board of Gothenburg, the West Sweden Tourist Board, Göteborg&Co, RISE and IVL.

From this network a project was started (financed by VGR) to develop a digital platform. For the platform, a calculator showing the impact on climate change on different holiday options, tips on climate friendly vacations, as well as a summary of existing research in the area were developed. The platform ([www.klimatsmartsemester.se](http://www.klimatsmartsemester.se)) was launched in May 2018. It attained a lot of media attention (see below) and users. It should 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.

#### *Strengthening food tourism research and development*

Funded by the Foundation for Economic Research in West Sweden in 2018, this project aims at strengthening the strategic profile of the School of Business, Economics and Law in the field of food tourism research, by increasing collaboration among academics, businesses and policymakers. Main activities concerned: strengthening collaboration among academics, business and policymakers at regional, national and international level; supporting the organization of the international food tourism conference “Tomorrow’s Food Travel – TFT”; capitalizing on funded projects and increasing dissemination impact to communicate School’s expertise in the field; strengthening the position of the Centre for Tourism by establishing its role as an innovation hub, by increasing dialogue and joint activities among academics and wider stakeholders.

#### *Maritime Cluster of West Sweden (Maritima klustret i Västsverige)*

The Maritime Cluster of West Sweden is a network for collaboration on innovation and knowledge-based blue growth in West Sweden. Through new knowledge, cooperation and dialogue, the aim is to contribute to sustainability, enhancing the maritime sector, and to create the best conditions to a sustainable future for people, the ocean and its resources. The focus areas are marine biotechnology, marine energy, maritime operations, maritime tourism, ocean governance and marine food. The collaborations partners are Region of Västra Götaland, Chalmers University of Technology, University of Gothenburg, RISE, SSPA, Swedish Agency for Marine and Water Management and the County Administrative Board of Västra Götaland.

#### *Maritime Development in Bohuslän (Maritim Utveckling i Bohuslän (2016-2019))*

Maritime Development in Bohuslän (MUB) started as an initiative from the Maritime Cluster of West Sweden, Tillväxt Norra Bohuslän, the Swedish Marine Technology Forum and Sotenäs, Tanum, Strömstad and Lysekil municipalities. MUB has a number of sub-projects: event strategy, knowledge tourism, marine food, and archipelago transport and guest ports. In addition, an overall activity and project goal are about creating an innovation arena for

maritime tourism in Bohuslän. The arena will contribute to innovative thinking about partnership and business and product development and become an established and natural link between business, research and other players who want to promote the maritime industries.

### *Organizing Integration 2016-2019*

The program Organizing Integration aims to examine the challenges and opportunities created by novel initiatives that aim to support labor market integration of refugees and immigrants who have been granted residency in Sweden – including the problems of coordination and organization of different initiatives. Two CFT researchers are involved, working with community-based tourism in northeastern Gothenburg.

### *Swedish Sports (Riksidrottsförbundet)*

CFT has had close collaboration with Swedish Sports for several years through different projects. During 2018, a direct collaboration was initiated to produce reports on specific event related topics. The first report was on the topic of Event Legacy, which included a literature review, international and domestic examples and the development of a strategic tool to plan for Event Legacy. The report is presented during 2019 to Swedish event stakeholders (organizers, DMOs, RF, policy makers etc.).

### *Scary Seafood*

Scary Seafood aims to utilize new marine resources in our coastal waters. Different species and algae that lack economic value today are under consideration. These may be by-catches that are not landed today because there is no demand. It may also be by-products from the processing industry. The project will contribute to the sustainable use of marine resources, and stimulate development in industries such as fishing, aquaculture, restaurant and tourism. CFT are part of the project management team of this project together with researchers from natural sciences and public and private partners.

## **2.2 Conferences & workshops with collaborative character organized by CFT**

### *Tomorrow's Food Travel (TFT)*

Lena Mossberg, Chiara Rinaldi and Lucia Pizzichini within the food tourism group at the Centre for Tourism organized Tomorrow's Food Travel (TFT) conference. TFT took place 8-10 October 2018. It was co-organized by the Centre for Tourism, West Sweden Tourism Board, Visit Sweden, and Gothenburg & Co. The event had academic and business/policymaker conferences in parallel, sharing social events. It included workshops involving practitioners, researchers, and policymakers to allow stakeholders to collectively elaborate on relevant issues, such as product development and addressing sustainable development goals. The conference had over 200 participants.

### *National conference on Cycling tourism, 10-11 April*

Cycling tourism is a growing phenomenon in Sweden. Many initiatives are taken to develop this segment on a regional and national level. Tillväxtverket has recently been given the job, by the government, to look at the present state of cycling tourism and to identify development needs. In light of these processes, Koucky & Partners together with CFT co-organized a two-day conference on cycling tourism in Gothenburg 10-11 April 2018. Private and public organizations from several countries in Europe as well as invited researchers from England (Richard Weston, Lancashire University) and Sweden (Tobias Heldt, Dalarna University) participated and gave presentations. Some identified development needs discussed at the conference were connected to cycle infrastructure for tourists, the organization of cycle tourism, regional and national strategies, rural-urban collaboration, research on for example impacts from a sustainability perspective and the cycle tourist experience.

### *Scary seafood in the Marketing programme, 4 September*

Students from the Master course in Marketing in the service economy, businesses, municipalities, researchers, and other stakeholders met at the School of Business, Economics and Law in Gothenburg to attend an experiential workshop on Scary Seafood. Sea cucumbers, spider crabs, and worms were among the thirteen species that participants were invited to see, touch and smell. The aim of the workshop was to explore how to increase attractiveness of scary but sustainable seafood products for consumers and tourists. The Experiential workshop was organized under the aegis of the project FOODbiz “University and business learning for new employability paths in food and gastronomy”, together with Scary Seafood project – providing the scary seafood species – and the Maritime development in Bohuslän project.

## **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. A selection of these activities are described briefly below.

### *Mistra Urban Futures annual conference in Cape Town, South Africa*

Mistra Urban Futures third annual conference convened in Cape Town 5-7 November 2018. Almost 200 delegates from 11 countries and 5 continents gathered to learn, network and move forward in the ambition to “Realise Just Cities”. It was a key opportunity for the international comparative projects to meet and work together as well as connecting to the ever-growing international network that the Centre makes up. Two representatives from CFT participated and presented the project *Organizing Integration* on community-based tourism.

### *Scary Seafood – conference*

A full day of workshops and lectures were organized April 13 at Tjärnö with representatives from the academy, public and private sector. Eva Maria Jernsand, from CFT, presented on the link between scary food and tourism.

## **2.4 Interaction with authorities, governmental bodies, etc.**

- Tikitut community-based tourism, member of reference group on sustainable tourism
- Two members of CFT are appointed to the boards of tourism educations at YRGO, Göteborg (Yrkeshögskolan).
- A CFT member is represented in the partner group of the project Maritime Development in Bohuslän (Maritim Utveckling i Bohuslän) together with heads of business development and tourism development of the four municipalities involved in the project.

## **2.5 Proof of quality**

### *Klimatsmartsemester.se nominated for two awards*

- Nominated to “Årets hållbara projekt” at the CIO awards 2018. CIO addresses IT-executives in Sweden (<https://cio.event.idg.se/>)
- Nominated to “Årets hållbarhetsinsats i besöksnäringen” at the conference Hållbar Besöksnäring 2018. The award was sponsored by GMIC Sweden.

## **2.6 Communication (selection)**

Centre for Tourism researchers are frequently interviewed for newspaper articles, popular scientific papers and radio. Some examples are:

[Turistfällan](#), Syre, 2018-11-29

[Bussturism från Kina utmaning för Fjällbacka](#), Bohusläningen, 2018-09-18

[Grönt festivalande- en utopi?](#) Sveriges Radio, P3, 2018-08-24

[Ny digital tjänst klimatberäknar din semester](#) Miljö & Utveckling, 2018-05-31

[Nya lopp i Sverige pressar Göteborgsvarvets ekonomi](#) Göteborgs-Posten, 2018-05-31

[Klimatsmart semester med digital hjälp](#) Göteborgs-Posten, 2018-05-30

[Kalkylator hjälper besöksnäringen bli mer klimatsmart](#), Besöksliv, 2018-05-30

## 2.7 Seminars

The Centre has brownbag seminars every Wednesday. When there is no designated research seminar, members of CFT discuss recent and upcoming activities and share information. It is also an excellent opportunity for temporary guests of the centre to present their work and be acquainted with the permanent staff. The purpose is to create an open and social environment for network building and learning. The content of the research seminars may cover research output, publications, research applications, collaborative projects and presentations from the industry. When applicable the seminars are announced publicly. Twenty seminars were held at the centre during 2018. A list is provided below:

Lena Mossberg (Marketing) – Presentation and Discussion about FOODbiz, an Erasmus+ project
Henrik Johansson, Matts Johansson (Garveriet) and Pär Myrén (Changemaker) – Local food destination - Different is good, but odd is even better!
Research lunch at GMV on Sustainable Development and Tourism – Organized by GMV together with CFT
Lucia Pizzichini (Marketing) - The effect of National Parks' Brands on tourists' perceptions of local products
Anna-Karin Olsson (Högskolan i Väst) – Urban place innovation, an Interreg-project
John Armbrrecht, Cheryl Cordeiro et al (CFT) – Formas Application Seminar, opponent Maria-José Zapata (Management & Organisation)
Tobias Heldt (CeTLeR, Dalarna university) – Costs and Benefits of Cycling tourism
Erik Lundberg (Marketing) – Tourism and Shopping practices
Lena Mossberg (Marketing) – On the conference “Tomorrow’s Food Travel – TFT”
Lena Mossberg (Marketing) – On FOODbiz, an Erasmus+ project
Sebastian Filep (University of Otago) - Positive Tourism: An Introduction
Tatiana David-Negre (University Las Palmas de Gran Canaria) & Tommy D. Andersson (Marketing) – Network Analysis applied Food Tourism in Gran Canaria – a discussion of the method and possible research questions
Eva Maria Jernsand & Helena Kraff (Marketing & Design, HDK) – An innovation arena for tourism - and the tourist information’s role
Chiara Rinaldi (Marketing) – Developing Food (tourism) Research at the University of Gothenburg
Gigliola Paviotti (University of Macerata, Italy) – Context matters: employability, employment, and higher education
Gialuca Tognon (The Food Scientist) – Healthy menus for healthier business: Healthy food is a game changer for the hospitality industry
Roman Martin (Economic Geography) - The multiple roles of demand in regional development - examples from the food industries in Värmland and Scania, Sweden
Andreas Skriver Hansen (Human Geography) - The overlooked role of tourism and recreation in the physical planning of coastal-marine areas – a new research project
Robin Nunkoo (University of Mauritius) – The Social Construction of Research Methods: Evidence from Leading Tourism Journals
Kristina Lindström (Human Geography) – The life of an insider: embedded research



## 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 centre embraces more than 15 externally funded projects within the areas of food, events, maritime, climate and sustainable development connected to tourism. During 2018 the ability and structure to ensure successful external funding has been supported through a weekly research seminar series that supports research application, a formalized seed-money application processes, writing seminars with a guest professor, and the invitation of international scholars for collaborative writing projects.

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 35 publications with a direct connection to CFT were published during 2018. Many of these publications are a direct result of research projects within CFT.

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 enhance 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 five main research areas outlined below.

#### 3.1.1 Food (selection of projects)

##### **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

*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

### **SWEMARC**

The goal of the Swedish Mariculture Research Center at University of Gothenburg (SWEMARC) is to increase the cultivation of food from the sea through an interdisciplinary and community-based research in a more sustainable way. 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

### **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

### **3.1.2 Events (selection of projects)**

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

The project EventRights is a Horizon2020 mobility project that started on Jan 1, 2019. During 4 years, researchers at CFT are part of a consortium of nine universities around the globe and have the opportunity to visit 4 of these universities (in Tokyo, Rio de Janeiro, Canada and the US) for month-long research visits. All PhD-students and full-time faculty at GU are eligible to travel. The project covers flights, accommodation, subsistence as well as data collection up to 3900€/month. The research agenda focuses on how major (sport) events (like Olympics and FIFA world cups) can improve inclusion, diversity and human rights in all stages of their operations.

### **Festivals, events and inclusive urban public spaces in Europe – FESTSPACE (EU)**

The collaborative research project will focus on how festivals and events enable or restrict access to, and use of, public spaces, including the extent to which they might effectively host interactions and exchanges between people from different cultural, ethnic, socio-economic and socio-demographic backgrounds. The Gothenburg context offers a unique opportunity to investigate how ambitious inclusivity goals evolve at policy levels and are implemented in practice.

### **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 meetings with event managers, politicians and other stakeholders were held. The objective of the meetings will be to share knowledge between event managers and between academics, managers, politicians and other stakeholders.

### **Swedish Sports (Riksidrottsförbundet)**

CFT has had close collaboration with Swedish Sports for several years through different projects. During 2018 a direct collaboration was initiated to produce reports on specific event related topics. The first report was on the topic of Event Legacy, which included a literature review, international and domestic examples and the development of a strategic tool to plan for Event Legacy. The report is presented during 2019 to Swedish event stakeholders (organizers, DMOs, RF, policy makers etc.)

### **3.1.3 Maritime tourism (selection of projects)**

#### **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.

#### **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

### **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 organisations that are non-academic 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.

#### **SIDA 2010-2020**

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.

Four Tanzanian PhD students have successfully defended their Ph.D. theses and another four are well underway. Together we have also set up a Research centre in Tourism (Centre for Tourism) at the University of Dar es Salaam, conducted two Ph.D. courses, published articles, written books etc.

#### **Sustainable tourism development in the Nordic Arctic**

John Armbricht, Erik Lundberg and Lena Mossberg of the Centre for Tourism have, 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.

### **Social Enterprise in Scandinavia and Southeast Asia (2016-20)**

Social Enterprise has its origins in the 1970s in USA and UK. From there the concept has spread around the world. Advocates of social enterprise see it as having revolutionary potential with the possibility of reaching more people and creating more social value than traditional businesses, the state or the voluntary sector have been able to. Critics on the other hand have doubted that social problems can be solved by businesses. Given that social enterprises are found in different forms and different places it is critical to understand the extent to which their relationship to local contexts shapes their potential to deliver genuine and worthwhile innovation. And to understand whether social enterprises are simply a rebranding of existing organizations and activities.

The research examines social enterprise in two contexts with very different economic and institutional contexts. In Sweden, social enterprises have been formed to tackle social exclusion in large cities, whilst in Cambodia social enterprises have sought to link impoverished locals to a booming tourist economy. By studying social enterprise in these radically different contexts, they will contribute to understanding about the rapidly expanding social enterprise sector, and especially about the extent to which it really constitutes something worthwhile and new.

*Project members:* Robin Biddulph (project leader) and Johan Brink  
*Funded by:* FORMAS

### **3.1.5 Climate, the Environment and Tourism**

#### **Climate smart vacationing 2018-2021**

The tourism industry, which is dependent on transports, is one of the fastest growing industries in the world. Air travel accounts for 60-95% of the climate impacts of a vacation and in 2014, the total climate impacts of air travel in Sweden was at the same level as the total impacts of car emissions. The aim of this 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. Three percent of Swedish vacations are to intercontinental destination, accounting for 25% of total emissions. If this share decreases to 2%, due to policy initiatives and behavioral change, emissions from Swedish tourism would decrease with 10%.

*Funding body:* Energimyndigheten

*Budget: 3 600 000 SEK*

*Time period: 2018-2021*

## **3.2 Researchers involved in the Centre for Tourism**

### **3.2.1 Recent and temporary additions to the research community**

#### **Visiting Senior researchers**

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”.

Associate professor *Robin Nunkoo* (University of Mauritius) visited the centre during December 2018. He has published widely in high impact tourism journals and was awarded in 2014 with the Emerging Scholar of Distinction Award for exceptional contributions to tourism research. At CFT he held a seminar on “The Social Construction of Research Methods: Evidence from Leading Tourism Journals” and discussed future collaboration. He will return during the same period in 2019.

#### **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*: Business administration - Research areas: Consumer Behaviour; Experiential Marketing; Tourism Marketing; Food Tourism

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

*Helena Kraff*: Academy of Design and Crafts – Research areas: Participatory research, participatory design, design thinking, Community development, tourism

### 3.2.3 Researchers affiliated to the CFT

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

### 3.3 Research collaborations & network

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

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

Since 2017 the centre is part of NATU, the Network for Academic Tourism Education in Sweden.

John Armbrecht was elected to the editorial board of the Scandinavian Journal of Hospitality and Tourism (ABS 2), where Lena Mossberg and Tommy D. Andersson are already long time members.

### 3.4 Planning grants

Two planning grants (or seed-money) were awarded during 2018. The aim is that researchers will have time and support to write a competitive research application to relevant funders such as FORMAS, BFUF, VR, RJ etc. Each planning grant should cover one month's salary and the support given to the applicant includes two research seminars with appointed opponents. In 2018, the following projects were awarded the CFT planning grant:

1. Volunteer Tourism from the Other Side: an action research project, Dr. **Robin Biddulph**;
2. Rethinking convenience in the tourism sector, **Bianca Koroschetz**.

### 3.5 Dissertations in 2018

Two members of the centre defended their PhD-thesis during 2018. Helena Kraff and Sandhiya Goolaup have been part of projects and activities of the centre since the start of their PhD-journeys and produced two theses of high quality.

#### **Sandhiya Goolaup**

PhD candidate Sandhiya Goolaup defended her Doctoral Thesis “On Consumer Experiences and the Extraordinary” September 14th.

Supervisors: Professor Lena Mossberg and Associate Professor Cecilia Soler

Opponents: Professor Jacob Östberg from Stockholm University

A short summary of the thesis:

In today’s society, consumers are increasingly looking for experiences that are hedonic, positively intense, and intrinsically enjoyable, or what is called an extraordinary experience. There is a general lack of research on how mundane experiences that are inherently part of the daily life of consumers are conceived of as extraordinary when consumed within a non-ordinary context. Therefore, using the context of food in tourism and hospitality, this thesis aims to provide insight into what constitutes an extraordinary experience. Presented in five different papers that draws on empirical materials collected among food tourists, consumers visiting an oyster bar and oyster festival, it offers an alternate way of theorizing extraordinary experiences. In particular, it identifies elements such as profaneness, collaborative and/or limited interactions and conflict-easing situations. Since, these elements are a positive co-existence between the ordinary and non-ordinary, the term synstructure is proposed.

#### **Helena Kraff**

PhD candidate Helena Kraff defended her Doctoral Thesis “Exploring pitfalls of participation and ways towards just practices through a participatory design project in Kisumu, Kenya” on May 4th.

Supervisors: Professor Maria Nyström, Bo Westerlund, and Evren Uzer von Busch

Opponent: Professor Mugendi K. M’Rithaa, Cape Peninsula University of Technology

A short summary of the thesis:

It is my belief that participatory processes can lead to positive transformations for the people involved. However, I do at the same time recognize that participation is inherently ambiguous and complex, and that this makes it vulnerable to unjust practices. It is this view of participation that led me to a focus on challenges that can emerge in participatory processes, or as they will be referred to in this thesis: pitfalls. The purpose is to explore pitfalls of participation, especially regarding when, how and why participatory practices lead to unjust forms of participation. My experience of being engaged as a Swedish researcher in a participatory design project in a Kenyan context, and critical reflections on this experience serve as the foundation for this exploration. The project concerns small-scale ecotourism development in a fishing village on the shores of Lake Victoria in Western Kenya, where I worked with the development of ecotourism-related products and services in a participatory manner with a local guide group and residents, and with PhD student colleagues from Sweden and Kenya. A number of pitfalls are highlighted as particularly problematic, which are connected to either abstracted and simplistic conceptualizations of participants and their participation, or to an unjust role distribution in projects.



The terms community, empowerment and ownership are used to exemplify how the use of vague and elusive words to describe participation tends to hide participant diversity or lead to overstatements regarding the benefits derived from the project. I discuss how an unjust access to knowledge resources between actors who are to collaborate closely together hinder co-production of knowledge, and I acknowledge how designers' and design researchers' prejudices and a cultural unawareness can lead to some groups not being recognized as important. The aim is to contribute with methodological guidance regarding how researchers and practitioners can identify and work against the pitfalls that they come across in their practice, and towards achieving just participation.

### 3.6 Conference participation (a selection)

**27th Nordic Symposium of Tourism and Hospitality, Alta, Norway.** This year the annual conference gathering researchers across the Nordic countries and beyond (around 150 researchers) was held in the very north of Norway. Alta is a campus of UiT, the Arctic University of Norway. 8 researchers from Centre for Tourism presented new research findings, chaired sessions, participated in the board meeting of the Scandinavian Journal of Hospitality and Tourism, where John Armbrecht was officially elected part of the board, and participated in the board meeting of the Nordic Research Network, NORTHORS (where Erik Lundberg is part of the board).

**Tomorrow's Food Travel (TFT), Gothenburg, 8-10 October.** Several paper presentations (see publications below). The conference organized by CFT together with private and public partners (see above)

**ATLAS Annual Conference 2018, Copenhagen, Denmark, 26-29 September.** The Association for Tourism and Leisure Education and Research (ATLAS) is a European organization for tourism and leisure researchers and teachers. Except for the annual research conferences they also develop courses and lead international research projects. This year CFT was represented by Eva Maria Jernsand presenting her paper "*A space of multiplicity, heterogeneity and co-creation: developing an innovation arena for tourism*".

### 3.7 External grants (received 2018)

#### ***TiMS – The role of tourism in multicultural societies (15 500 000 SEK, Formas)***

The overall purpose of the project is to explore the role of tourism in multicultural societies (TiMS), primarily in Sweden but also in other countries, and to act for inclusion and representation of diversity in tourism development and place branding. TiMS's originality lies in an interdisciplinary approach to tourism studies, which includes design, social work, migration studies and marketing. The project aims to understand how the plurality of places and destinations is communicated, represented and experienced; to understand participatory processes and its results, e.g. who governs, who is included, whose views are considered

legitimate, and how conflicts are handled; and to explore the potential of tourism to strengthen relationships, contribute to intercultural exchanges between people, and create multidimensional destinations.

*Project leaders CFT:* Helena Kraff & Eva Maria Jernsand

***The tourism agency as innovation arena (300 000 SEK, Region of Västra Götaland)***

The study explores the challenges and opportunities facing tourism agencies in Sweden, and how they can be developed into innovation arenas for tourism. An analysis of tourism agencies that have begun a process of change is presented, and lessons learned from other industries and areas that have implemented investment in innovation and collaboration. Based on this, three scenarios are presented on how today's tourist information can be developed into innovation arenas for tourism actors.

*Project leader, CFT:* Helena Kraff & Eva Maria Jernsand

*Project duration:* autumn 2018

***Climate smart vacation trips - situation analysis and policy tools (3 600 000 SEK, Energimyndigheten)***

The tourism industry, which is dependent on transports, is one of the fastest growing industries in the world. Air travel accounts for 60-95% of the climate impacts of a vacation and in 2014, the total climate impacts of air travel in Sweden was at the same level as the total impacts of car emissions. The aim of this 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. 3% of Swedish vacations are to intercontinental destination, accounting for 25% of total emissions. If this share decrease to 2%, due to policy initiatives and behavioural change, emissions from Swedish tourism would decrease with 10%.

*Project leader:* Erik Lundberg

*Project duration:* December 2018 – November 2021

***Festivals, events and inclusive urban public spaces in Europe – FESTSPACE (EU)***

The collaborative research project will focus on how festivals and events enable or restrict access to, and use of, public spaces, including the extent to which they might effectively host interactions and exchanges between people from different cultural, ethnic, socio-economic and socio-demographic backgrounds.

The Gothenburg context offers a unique opportunity to investigate how ambitious inclusivity goals evolve at policy levels and are implemented in practice.

*Project leader CFT:* Kristina Lindström

Total budget 702.404 € Budget allocated to UGOT: 103.337 €

*Time period:* 2019-2022

***Planning for sustainable coastal-marine areas: the missing role of outdoor recreation and tourism?***

The projects examines how tourism and recreation aspects are considered in current coastal-marine planning and development processes, from a national to a local level. This work requires attention as a way to widen the understandings of the structure and cause of coastal and marine planning, and thus provide important prerequisites for more sustainable and inclusive planning and development advancements. The study will therefore contribute with a much needed socio-cultural angle on planning and development strategies in coastal-marine areas. This work is not a moment too soon given the current agenda for accommodating EU's strategies for sustainable use of marine resources ("Blue Growth") as well as the institutionalization of coastal zone management and maritime spatial planning, which will determine the future sustainable use of Sweden's coastal-marine areas.

Project responsible: Andreas Skriver Hansen, Human Geography. The project relates to work undergoing in 2019 with a focus on mapping and creating nodes for marine based outdoor recreation by the municipal organisation GR.

*Funding body:* Adlerbertska

*Budget:* 490.000 SEK

*Time period:* 2020-2021

### **3.8 Scientific publications (2018)**

Andersson, T. D., & Armbrecht, J. (2018). *Don't have to do it: Just dream it*. Paper presented at the 27th Nordic Symposium on Tourism and Hospitality Research, Alta, Norway, 24-26 September.

Armbrecht, J. & Skallerud, K. (2018). *Attitudes towards and intentional reactions on mariculture development – A local resident perspective*. Paper presented at the Tomorrow's Food Travel (TFT) conference, Gothenburg, 8-10 October.

Biddulph, R. (2018). Social enterprise and inclusive tourism. Five cases in Siem Reap, Cambodia. *Tourism Geographies*, 20(4), 610-629.

Biddulph, R., & Scheyvens, R. (2018). Introducing inclusive tourism. *Tourism Geographies*, 20(4), 583-588.

Cavicchi, A., Frontoni, E., Pierdicca, R., Rinaldi, C., Bertella, G., & Santini, C. (2018). Participatory location-based learning and ICT as tools to increase international reputation of a wellbeing destination in rural areas: a case study. In I. Azara, E. Michopoulou, F. Niccolini, B. D. Taff, & A. Clarke (Eds.), *Tourism, health, wellbeing and protected areas* (pp. 82-94). Wallingford: CABI.

- De Jong, A., Palladino, M., Puig, R. G., Romeo, G., Fava, N., Cafiero, C., . . . Sjölander-Lindqvist, A. (2018). Gastronomy Tourism: An Interdisciplinary Literature Review of Research Areas, Disciplines, and Dynamics. *Journal of Gastronomy and Tourism*, 3(2), 131-146.
- Eide, D. & Mossberg, L. (2018). *Multi-leveled innovations: Three Nordic cases of food and culture experiences*. Paper presented at the Tomorrow's Food Travel (TFT) conference, Gothenburg, 8-10 October.
- Getz, D., Andersson, T. D., Armbrecht, J., & Lundberg, E. (2018). The value of festivals. In *The Routledge Handbook of Festivals* (pp. 22-30): Routledge
- Goolaup, S. (2018). *On Consumer Experiences and the Extraordinary*. University of Gothenburg: Gothenburg.
- Goolaup, S. (2018). The Ordinary of the Extraordinary food experience. Paper presented at the 27th Nordic Symposium on Tourism and Hospitality Research, Alta, Norway, 24-26 September.
- Goolaup, S. (2018). *The Food Tourists' Extra(ordinary) experience*. Paper presented at the Tomorrow's Food Travel (TFT) conference, Gothenburg, 8-10 October.
- Goolaup, S., & Solér, C. (2018). Existential-phenomenology: understanding tourists' experiences. In *Handbook of Research Methods for Tourism and Hospitality Management*: Edward Elgar Publishing.
- Goolaup, S., Solér, C., & Nunkoo, R. (2018). Developing a theory of surprise from travelers' extraordinary food experiences. *Journal of Travel Research*, 57(2), 218-231.
- Jernsand, E. M. (2018). *Scary seafood: an experience-based view on sustainable food production and consumption*. Paper presented at Tomorrow's Food Travel (TFT) conference, Gothenburg, 8-10 October
- Jernsand, E. M. (2018). *A space of multiplicity, heterogeneity and co-creation: developing an innovation arena for tourism*. Paper presented at ATLAS Annual Conference 2018, Copenhagen, Denmark, 26-29 September
- Jutbring, H. (2018). Social marketing through a music festival: Value perceived by festival visitors who reduced meat consumption. *Journal of Social Marketing*, 8(2), 237-256.
- Koroschetz, B., Solér, C., & Hartmann, B. (2018). The role of convenience in sustainable consumption practices. Paper presented at the 27th Nordic Symposium on Tourism and Hospitality Research, Alta, Norway, 24-26 September.
- Kraff, H. (2018). A tool for reflection—on participant diversity and changeability over time in participatory design. *CoDesign*, 14(1), 60-73.
- Kraff, H. (2018). Exploring pitfalls of participation and ways towards just practices through a participatory design process in Kisumu, Kenya. Göteborg: University of Gothenburg.

Kraff, H., & Jernsand, E. M. (2018). Exploring integration activities organized by social enterprises: losing the subject in favour of language. Paper presented at the Mistra Urban Futures 3rd annual conference - Realising Just Cities: Comparative Co-production, Gothenburg.

Lindberg, F., & Mossberg, L. (2019). Competing orders of worth in extraordinary consumption community. *Consumption Markets & Culture*, 22(2), 109-130.

Lindström, K. (2018). Destination development in the wake of popular culture tourism: proposing a comprehensive analytical framework. In Lundberg, C., & Ziakas, V. (Eds.). *The Routledge Handbook of Popular Culture and Tourism*. Routledge

Lundberg, E. (2018). Shopping for food, delicatessen & beverage on vacation – salience of trip purpose, travel experience & destination. Paper presented at Tomorrow's Food Travel (TFT) conference, Gothenburg, 8-10 October.

Lwoga, N. B., Anderson, W., & Andersson, T. D. (2018). Influence of participation, trust and perceptions on residents' support for conservation of built environment in Zanzibar Stone town, Tanzania. *Ethiopian Journal of Environmental Studies & Management*, 10(9), 1179-1192.

Mbilinyi, B., Mossberg, L., Anderson, W., Andersson, T. D., & Mwaipopo, L. (2018). Investigation of tourists' total dining experiences in Tanzania: an inbound tourists perspective. Paper presented at Tomorrow's Food Travel (TFT) conference, Gothenburg, 8-10 October.

Mossberg, L., Hanefors, M., & Hansen, A. H. (2018). Guide performance: Co-created experiences for tourist immersion. In N. K. Prebensen, J. S. Chen, & M. Uysal (Eds.), *Creating experience value in tourism* (2nd ed., pp. 203-214). Wallingford: CABI.

Olsson, E. G. A., Burman, A., Dymitrow, M., Rinaldi, C., Armbrecht, J., Ohlén, B., ... & Fermiskog, K. (2018). City-Region Food Systems: Scenarios to re-establish urban-rural links through sustainable food provisioning. In Tomorrow's Food Travel (TFT) conference, Centre for Tourism-University of Gothenburg (pp. 8-10).

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Rinaldi, C. (2018). FOODEV - *Food and gastronomy as leverage for local development: opportunities and challenges*. Paper presented at Tomorrow's Food Travel (TFT) conference, Gothenburg, 8-10 October.

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## 4 Economic report

The economic situation of CFT is continuously strong. The work progresses according to budget, although less of the budget has been spent on salaries for staff. Currently four persons have partly paid salaries from CFT. Their administrative and organizational work provides added value to both researchers and the university in terms of improved academic and collaborative structure. The aim is that more resources could be used for such activities in order to spend the budgeted amount on salaries. More granted research projects than expected have also helped to reduce the financial burden of CFT.

Below, a table outlines the budget for 2018. The budgets are then compared to the actual incomes and expenditures during 2018.

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. Travel costs include financing of conference participation, travelling for non-funded collaborative activities (NATU, meetings with partners etc.), and financing of visiting professors' travel costs.

Verksamhet	Projektnivå 1	Projektnivå 2	IB	Periodens utfall	UB	Budget
252110904 CFT	Inkomster	Bidrag/Uppdrag	-1 756 946	-700 000	-2 456 946	-877 322
		Egen finansiering mm	0	-400 000	-400 000	-400 000
	<b>Inkomster Summa</b>		<b>-1 756 946</b>	<b>-1 100 000</b>	<b>-2 856 946</b>	<b>-1 277 322</b>
	Utgifter	Personalkostnader	0	275 445	275 445	694 547
		Resekostnader	0	132 124	132 124	
		Driftkostnader	0	16 054	16 054	147 146
		Lokalkostnader	0	33 786	33 786	83 073
		Indirekta kostnader	0	228 296	228 296	352 556
	<b>Utgifter Summa</b>		<b>0</b>	<b>685 705</b>	<b>685 705</b>	<b>1 277 322</b>
	<b>Slutsumma</b>			<b>-1 756 946</b>	<b>-414 295</b>	<b>-2 171 241</b>

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 (before 2017).