

Facts about CFT

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***. They all support CFT financially to cater for administration and operations. 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 has four meetings per year. The executive group runs and coordinates the activities at CFT on a daily basis. It consists of John Armbrrecht (Head of CFT – 2019), Lena Mossberg (Chair of CFT) and Erik Lundberg (Deputy Head of CFT 2018-2019, Head of CFT 2019-). CFT also remunerates percentages of administrative staff (Emma Fröjd) and staff for research communication (10-15%)

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

CFT has a wide range of research with affiliated researchers from all four participating faculties. For the purpose of communication and strategic reasons, CFT has five profile research areas. These are described below.

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.

Maritime Tourism

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 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.

Brief summary of activities 2017-2019

In the following sections, the activities of CFT are summarized to provide an overview. **Please refer to appendices 2 - 11 for detailed descriptions.**

[Collaborative projects and interaction with society \(appendix 4\)](#)

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. At least ten collaborative projects have been up and running during 2017-2019 focusing on different societal challenges connected tourism and events, such as climate change, integration, sustainable food production and sustainable regional development.

CFT members have also been active in different boards, governmental processes and in national and international research networks. For example, as experts in the Swedish Government report on sustainable tourism development (*SOU2017:95 "Ett land att besöka – En samlad politik för hållbar turism och växande besöksnäring*) and in the local strategy

document for tourism development in Gothenburg. CFT is also active in NATU (the Network for Academic Tourism Education) and NORTHORS (the Nordic Society for Tourism and Hospitality Research).

Conferences and workshops (appendix 5)

An important activity for CFT is to develop its network by annually organizing national or international conferences, symposia and workshops. These activities has resulted in new research projects and publications such as book projects or articles. The strategy is to organize at least one symposium, larger workshop or conference per year. During 2017 to 2019, CFT organized or co-organized **eight events**. From the large conferences *Tomorrow's Food Travel* (TFT) and *International congress on tourism in coastal and marine Tourism* (CMT) with 100-200 delegates to smaller symposia with 10-20 participants (e.g. *Nordic Symposium on food tourism labs* and *Enhancing the attractiveness of Swedish Sport Events*)

CFT in the media (appendix 6)

Centre for Tourism researchers are frequently interviewed for newspaper articles, popular scientific papers and radio. Affiliated researchers are on the university's experts list available to the media. Some of the media outlets have been Swedish national radio (P1 and P3), GöteborgsPosten, Aftonbladet, ETC and Idrottens Affärer.

Research seminars (appendix 7)

The Centre has brownbag seminars every Wednesday since the fall of 2017. 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. **50 seminars** were held at the centre from September 2017 – December 2019, whereof **18 held by external researchers** outside of the University of Gothenburg (GU), organisations or companies.

Research projects (appendix 8)

Research is the core activity at CFT, which has a strong emphasis on external funding and is successful in attracting research grants. The centre has embraced more than 25 externally funded projects within the areas of food, events, maritime, climate and sustainable development connected to tourism. During 2017-2019, 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. A full list of externally funded research projects is found in appendix 8.

Researchers involved in CFT (appendix 9)

Over the last period 2017-2019 around 20-25 researchers (on average) have been involved in research projects and collaborative efforts. CFT does not employ staff (except for administrative staff). All researchers are employed by their home institutions. Six PhD-students have been, or are, affiliated to the centre, whereof five has graduated and defended their theses. Moreover, several international scholars (from Norway, New Zealand, Canada, Italy, and Mauritius) have stayed at CFT for shorter or longer periods. A full list is found in appendix 9.

[Publications \(appendix 10\)](#)

The record of publications is proof of the academic quality and relevance of the research being carried out. In the period from 2017 to 2019 (October), **69 papers, books or book chapters** with a direct connection to CFT were published or presented at conferences. The full list is found in appendix 10.

[Economic report \(appendix 11\)](#)

The economic situation of CFT is strong. The work progresses according to budget, although less of the budget has been spent on salaries for staff than budgeted. Currently four staff have partly paid salaries from CFT (10-25% of full time). 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. See appendix 11 for tables outlining the budgets from 2017-2019.