

Symposium program - Tuesday 27 September

10.00 - 11.00 Optional city walk – starting from Market Place, in front of the Lundi shopping center (<i>Lundinkatu 12, 06100 Porvoo</i>)				
11.00 - 12.15 Registration & lunch – <i>Haaga-Helia Porvoo Campus (Taidetehtaankatu 1, 06100 Porvoo)</i>				
12.15 – 12.30 Welcome – <i>Avanti Hall, Art Factory (Läntinen Aleksanterinkatu 1, 06100 Porvoo)</i>				
12.30 – 13.30 Keynote speaker Nina K. Prebensen – Co-creating tourist experiences – <i>Avanti Hall, Art Factory</i>				
13.30 – 14.00 Break				
14.00 – 15.30 Parallel sessions 1.1.-1.5 – <i>Haaga-Helia Porvoo Campus</i>				
Session 1.1. Inclusive tourism – <i>Room 1421</i>	Session 1.2. Innovation and resilience – <i>Room 3423</i>	Session 1.3. Stakeholders’ participation in sustainable tourism development – <i>Room 3421</i>	Session 1.4. Entrepreneurship in tourism and hospitality – <i>Room 1422</i>	Session 1.5. Workshop: What is decent work in tourism and hospitality? – <i>Room 2423</i>
Chair: Jarmo Ritalahti	Chair: Susanna Saari	Chair: Johanna Heinonen	Chair: Maria Lexhagen	Chairs: Åse Helene Bakkevig Dagsland, Tone Therese Linge, Tara Duncan, Olga Gjerald
<p>1. Branding the deep nation? The racialized representations of the Image Bank of Sweden by <i>Sayaka Osanami Törngren and Katarina Mattsson</i></p> <p>2. Migrant communities as invisible but active stakeholders for inclusive tourism development: the case of VFR tourism experiences of Italians and Chinese in Sweden by <i>Sara Fiorella Viviana Licata and Sayaka Osanami Törngren</i></p> <p>3. Political and relational co-creation for inclusive tourism development by <i>Helena Kruff and Eva Maria Jernsand</i></p> <p>4. Accessible Tourism in Norway – experiences and preferences from the traveler’s point of view by <i>Karin Marie Antonsen, Ingeborg Nordbø, Merete Kvamme Fabritius, Viljar Aasan, Trond Bliksvær, Reidun Jahnsen, Berit Gjessing and Torhild J. Solbakken</i></p>	<p>1. Future of Food: Cellular Agriculture & Hospitality and Tourism Research by <i>Aarni Tuomi, Iis Tussyadiah and Mário Ascenção</i></p> <p>2. Dynamics of digital innovation for rural tourism entrepreneurs in Iceland by <i>Magdalena Falter and Gunnar Thór Jóhannesson</i></p> <p>3. ‘Pop-up’ innovation labs as a tool for co-creation in experience-based tourism: a longitudinal case study by <i>Yati Yati and Dorthe Eide</i></p> <p>4. The post-pandemic values of meetings: innovation and resilience in the meetings industry by <i>Malin Andersson</i></p>	<p>1. Desirable tourism futures: stakeholders’ participation in local strategic planning for sustainable tourism in Orkney Islands by <i>Roitershtein Alona</i></p> <p>2. Smart Villages – participatory processes for sustainable rural development by <i>Gibson Laila, Braunerhielm Lotta and Kristensen Andersson Pernille</i></p> <p>3. Activating relational values for sustainable tourism development in Danish national and nature parks by <i>Tomej Kristof, Liburd Janne and Menke Birthe</i></p> <p>4. How green transition can change the self-image of small island communities and create a more climate-responsible hospitality industry by <i>Schönrock Nielsen Robert</i></p>	<p>1. Swedish hoteliers’ negative attitudes towards Halal and Muslim-friendly tourism: What reasons are behind? by <i>Abbasian Saeid, Onn Gustaf and Nordberg Denice</i></p> <p>2. Commodification of recreational hunting in Sweden – hunting tourism experiences as ‘peculiar goods’ by <i>Andersson Cederholm Erika and Sjöholm Carina</i></p> <p>3. Hotel managers perspective to the core service of the hotel by <i>Lvov Anatoly</i></p> <p>4. Business ecosystems of food festivals by <i>Kwiatkowski Gregory, Ossowska Luiza, Janiszewska Dorota and Kloskowski Dariusz</i></p>	<p>1. Leading tourism organizations in present time of change by <i>Kaihua Heidi and Vähäkuopus Mari</i></p> <p>2. Meaningful Work in Tourism: A Literature Review by <i>Vähäkuopus Mari and García-Rosell José-Carlos</i></p> <p>3. Measuring the impact of tourism employment – Weighing the value of human capital by <i>Vähäkuopus Mari and Harju-Myllyaho Anu</i></p> <p>4. Job Insecurity as a Mediator Between Covid-19 Fear and Work Engagement: An Empirical Study in the Norwegian Service Industry by <i>Unur Mert and Arasli Huseyin</i></p>
15.30 – 15.45 Break				
15.45 – 17.15 Parallel sessions 2.1.-2.5.				
Session 2.1. Inclusive tourism – <i>Room 1421</i>	Session 2.2. Innovation and resilience – <i>Room 3423</i>	Session 2.3. Stakeholders’ participation in sustainable tourism development – <i>Room 3421</i>	Session 2.4. Entrepreneurship in tourism and hospitality – <i>Room 1422</i>	Session 2.5. Workshop: What is decent work in tourism and hospitality? (Discussion session) – <i>Room 2423</i>
Chair: Eva Holmberg	Chair: Peter Björk	Chair: Johanna Heinonen	Chair: Kaarina Tervo-Kankare	Chairs: Åse Helene Bakkevig Dagsland, Tone Therese Linge, Tara Duncan, Olga Gjerald
<p>1. Self-Directed or Attractions-Directed? Intergenerational Difference of Chinese Female Tourist’s Selfies in Digital Society by <i>Danping Liu and Arja Lemmetyinen</i></p> <p>2. Seniors still travel and eat meals, or is it not so among marketers of Scandinavia? by <i>Kai Victor Myrnes-Hansen</i></p> <p>3. Accessible for pets but not for persons with a disability? by <i>Helene Maristuen</i></p>	<p>1. The Role of Portable Outdoor Devices in Risk Assessment of Visitors to Remote Areas: Continuation Study by <i>Konstantin Gridnevskiy</i></p> <p>2. Value co-creation in online experiences by <i>Petra Paloniemi, José-Carlos García-Rosell and Minni Haanpää</i></p> <p>3. Taking back the Winter Night in Rondane: Designing and delimiting night sky observation places by <i>Gudrun Helgadóttir, Per Strömberg, Helga Iselin Wäseth, Veronika Zaikina and Are Røysamb</i></p> <p>4. Co-creating innovations for sustainability: Stakeholders and their roles by <i>Maziliauske Evelina, W. F. Ryan Anne, Høegh Guldberg Olga and Eide Dorthe</i></p>	<p>1. Biodiversity and tourism: the institutional landscape of international cooperative initiatives by <i>Negacz Katarzyna</i></p> <p>2. Local acceptance of tourism-based sharing economy by <i>Jutila Salla</i></p> <p>3. Future narratives from a ‘gone destination’ by <i>Müller Sarah, Rantala Outi and Höckert Emily</i></p>	<p>1. The impact of local food festivals on the rural areas development – case study by <i>Ossowska Luiza, Janiszewska Dorota, Kloskowski Dariusz and Kwiatkowski Grzegorz</i></p> <p>2. What is the relationship between the tourist individual and the tourist group? By <i>Øgaard Torvald, Larsen Svein, Wolff Katharina, Doran Rouven and Tran Kvalsvik Fifi</i></p> <p>3. There is no business like snow business – The Finnish snow culture as a basis for creation of tourism experiences by <i>Kurhinen Antti Petteri and Moilanen Niina</i></p> <p>4. Artisan food producers balance between tradition and innovation in the pursuit of growth by <i>Kwiatkowski Grzegorz, Gjøstien Karevoll Gurid, n ÅrethunTorbjør and Nyttun Leirdal Ali Kristin</i></p>	<p>1. “Name the 10 most disturbing issues in hospitality work today”: Creating a Manifesto for Hospitality Work by <i>Gjerald Olga, Robinson Richard, Linge Tone, Baum Tom and Hadjisolomou Anastasios</i></p>
18.30-20.00 - Get-together on Haaga-Helia Porvoo Campus				

Wednesday 28 September

9.00 – 10.30 Parallel sessions 3.1.-3.5. – <i>Haaga-Helia Porvoo Campus</i>				
Session 3.1. Learning, teaching and education in tourism and hospitality – <i>Room 1421</i>	Session 3.2. Work force and resilience – <i>Room 3423</i>	Session 3.3. Stakeholders’ participation in sustainable tourism development – <i>Room 3421</i>	Session 3.4. Sustainable Behaviour in Tourism and Hospitality – <i>Room 1422</i>	Session 3.5. Workshop Advancements in Event & Festival Research – <i>Room 2423</i>
Chair: Sanna-Mari Renfors	Chair: Juulia Räikkönen	Chair: Minni Haanpää	Chair: Siamak Seyfi	Chairs: Tommy D. Andersson, John Armbrecht, Erik Lundberg
<p>1. Closing Skills Gaps in Coastal and Maritime Tourism in European Collaboration by <i>Renfors Sanna-Mari, Kärp Margrit, Grinfeldt Ilze and Veliveronena Linda</i></p> <p>2. Design Sprint Goes China – a case study of competences and cultural lessons learnt in a remote sprint with Chinese students by <i>Konttinen Annika and Moilanen Niina</i></p> <p>3. Real Problems – Real Competence? Does using real Business Challenges give robust Knowledge: Case Study of Attraction Development Course doing undergraduate research in Stockholm southern Archipelago by <i>Onn Gustaf</i></p> <p>4. Have your reality and simulate it too! Comparing two problem-based learning approaches for sustainability education in destination development by <i>Broker-Bulling Fie, Liu Shuangqi, Paul Leonie, Danley Brian and Persson-Fischier Ulrika</i></p>	<p>1. Temporary Workers and Labor Productivity in the Hospitality Industry: A Global Outlook by <i>Xie Jinghua, Zhang Dengjun and Sikveland Marius</i></p> <p>2. Implementing inquiry learning at Haaga-Helia Porvoo Campus by <i>Ritalahti Jarmo and Holmberg Eva</i></p> <p>3. A media place approach to resilience in tourism studies by <i>Månsson Maria and Eksell Jörgen</i></p> <p>4. Building service quality: Education and training challenges in small tourism companies in Iceland by <i>Ásgeirsson Magnús, Johnnaesson Gunnar Thór</i></p>	<p>1. The role of conflicting logics in sustainable destination development: the case of Christiansø by <i>Boesen Morten</i></p> <p>2. What happens if residents do not map? Rethinking “Public” and “Participation” in Public Participation GIS by <i>Waleghwa Beatrice and Heldt Tobias</i></p> <p>3. Boosting Smart Place-Brand Engagement – University as a Strategic Facilitator by <i>Pohjola Tuomas, Aalto Johanna and Lemmetyinen Arja</i></p>	<p>1. Opportunities and Challenges of Using Local Food Products in Restaurants by <i>Seidel Sarah</i></p> <p>2. The influence of values on motivations for sustainable behaviour. Theory and evidence from the Dutch SME entrepreneurs in tourism by <i>Vrengoer Femke</i></p> <p>3. Worries, values, and traits of tourists abroad during covid-19 by <i>Roos John Magnus</i></p> <p>4. Social comparison in tourism by <i>Larsen Svein, Wolff Katharina, Øgaard Torvald, Doran Rouven and Marnburg Einar</i></p>	<p>1. Finnish Rhythm Music Festivals: Post-Pandemic Market Situation by <i>Kinnunen Maarit, Koivisto Juha and Honkanen Antti</i></p> <p>2. Needs, Needs Satisfaction and Happiness in an Event Context by <i>Andersson Tommy D, Lambrecht John and Erik Lundberg Erik</i></p> <p>3. Sport, events and organised outdoor activities - environmental considerations in permission processes by <i>Eriksson Axel, Pettersson Robert and Wall-Reinius Sandra</i></p> <p>4. Event sustainability according to Swedish event organizers – mapping communication of sustainability by <i>Lundberg Erik, Armbrecht John and Runesson Emmeli</i></p>
10.30 – 11.00 Break				
11.00 – 12.30 Parallel sessions 4.1.-4.5.				
Session 4.1. Destinations and resilience – <i>Room 1421</i>	Session 4.2. Responsibility – <i>Room 1422</i>	Session 4.3. Stakeholders’ participation in sustainable tourism development – <i>Room 3421</i>	Session 4.4. Workshop: City tourism development – <i>Room 2423</i>	Session 4.5. Workshop: Nordic Coastal Tourism Communities in Transition – <i>Room 3423</i>
Chair: Raija Komppula	Chair: Raija Komppula	Chair: Per Åke Nilsson	Chairs: Göran Andersson and Saeid Abbasian	Chairs: Hin Hoarau-Heemstra, Albina Pashkevich, Karin Wigger, Laura James
<p>1. Social sustainability and second homes: Accommodating the utilization of second home owners as a resource in local place- and business development by <i>Blumenthal Veronica</i></p> <p>2. How networks between DMOS promote sustainable and resilience by <i>Kaaya Neema</i></p> <p>3. Engaging workshops as a method in design of field experiments and behavioural interventions: The case of climate-friendly food choices at a Swedish mountain tourism destination by <i>Nowak Marie, Lexhagen Maria and Heldt Tobias</i></p> <p>4. A synthesis of safari operator’s resilience towards climate change: a multiple case study by <i>Giarra Carolin</i></p>	<p>1. Facilitating Participatory Approaches To Sustainable Tourism Development by <i>Menke Birthe</i></p> <p>2. Memorable nature experiences of future tourists – a study based on visualized and written material collected from Finnish adolescents by <i>Puhakka Riikka, Hakoköngäs Eemeli and Peura Saana</i></p> <p>3. Literature review: Responsibility in the Tourism Sharing Economy by <i>Rahikainen Kati</i></p> <p>4. Hospitality in online service encounters in tourism, case Finnish Lapland by <i>Hanni-Vaara Päivi, Paloniemi Petra, Kähkönen Outi, Yrjö Koskenniemi</i></p>	<p>1. The influence of a sustainability programme in tourism enterprises by <i>Tervo-Kankare Kaarina and Ridanpää Roosa</i></p> <p>2. Stakeholder dialogue and relationship management in the Swedish tourism industry by <i>Björner Emma</i></p> <p>3. In the quest for biodiversity-respective leadership in sustainable tourism by <i>Räikkönen Juulia, Konu Henna, Grénman Miia and Tyrväinen Liisa</i></p> <p>4. Tourism Industry Representations – An Unintentional Baltic Sea Region Geography in the Making by <i>Widholm Christian</i></p>	<p>1. ”Smart attractive sustainable cities - Visit functional supply and visitor experience demand in a city destination” by <i>Andersson Göran</i></p> <p>2. The communication for resilience of urban destinations during the COVID-19 pandemic by <i>Eksell Jörgen and Månsson Maria</i></p> <p>3. City innovation as resonance - the case of outdoor offices and conferences in the open air museum by <i>Andersson Malin</i></p> <p>4. Smart rural – peripheral destinations, urban solutions? By <i>Hakkarainen Maria, Haanpää Minni, Lusikka Toni and Pihlajamaa Olli</i></p>	<p>1. Developing wave surfing tourism in Norway: Three cases by <i>Mykletun Reidar</i></p> <p>2. Story telling as the answer? Does the story telling aspirations of a destination management/marketing organisation in Stockholm southern Archipelago really address the profitability problems of tourist entrepreneurs? by <i>Onn Gustaf</i></p> <p>3. Sustainable cruise tourism? A comparison between two island destinations by <i>Persson-Fischier Ulrika and Marta Sveinsdóttir Ása</i></p>
12.30 – 13.30 Lunch – <i>Haaga-Helia Porvoo Campus</i>				
13.30 – 14.30 Keynote speaker Iis Tussyadiah – Making intelligent human-machine interaction works for tourism – <i>Avanti Hall, Art Factory</i>				
14.30 – 15.00 Break				
15.00 – 16.30 Special session: 20 years of Scandinavian Journal of Hospitality and Tourism – <i>Avanti Hall, Art Factory</i>				
19.00 – Dinner – <i>Villa Haikko (Haikkoontie 114, 06400 Porvoo) / Dress code: smart casual</i>				

Thursday 29 September

9.00 – 10.30 Parallel sessions 5.1.-5.5. – <i>Haaga-Helia Porvoo Campus</i>				
Session 5.1. Co-creating sustainability (from marketing point of view) – <i>Room 1421</i>	Session 5.2. Current research into decent work in tourism and hospitality – <i>Room 1422</i>	Session 5.3. Stakeholders’ participation in sustainable tourism development – <i>Room 3421</i>	Session 5.4. Workshop: The Individual and the mass – rethinking relations – <i>Room 2423</i>	
Chair: Miia Grenman	Chair: Tone Therese Linge	Chair: Riikka Puhakka	Chair: Hazel Andrews and Vilhelmiina Vainikka	
<p>1. Wellness Tourism Motivations: A Multiple Case Study by <i>Bočkus Daumantas, Vento Elli, Tammi Timo, Komppula Raija and Kolesnikova Natalia</i></p> <p>2. Sources of three dimensions of interactive value formation in the context of the COVID-19 pandemic: Airbnb guest’s perspectives by <i>Sthapit Erore and Bjork Peter</i></p> <p>3. Does national heritage and mythology interest as part of a tourism product? – Case Kalevala & Japanese segment by <i>Pulkkinen Tuuli and Pasanen Katja</i></p> <p>4. Making sense of multisensory experiences in nature by <i>Palo-Oja Outi-Maaria</i></p>	<p>1. Leadership in the Nordic Hospitality Industry: Comparison of the Five Nordic Countries by <i>Haavisto Veera</i></p> <p>2. Dignity and respect at work: Norwegian hospitality workers’ experiences during the COVID-19 pandemic by <i>Therese Linge Tone, Gjerald Olga, Arasli Huseyin, Bakkevig Dagsland Åse Helene, Myrnes-Hansen Kai Victor and Furunes Trude</i></p> <p>3. Socializing chefs into the world of work – acceptance or resignation? A Norwegian/Australian case by <i>Helene Dagsland Åse, Robinson Richard N.S. and Brenner Mathew L.</i></p> <p>4. Taking ‘stock’: Taking an intersectional approach to sexual harassment in tourism and hospitality in a Nordic context by <i>Duncan Tara, Thulemark Maria, Linge Tone, Gjerald Olga, Helene Bakkevig Dagsland Åsa, Myrnes-Hansen Kai Victor, Trude Furunes and Júlíusdóttir Magnfríðu</i></p>	<p>1. Proposing an Ethical Management Framework for Wildlife Tourism Activities: Stakeholder Participation in Seal Watching in Iceland by <i>Burns Georgette Leah, Aquino Jessica and Granquist Sandra</i></p> <p>2. Social sustainability and supply chain management in tourism. The case of Iceland by <i>Gunnarsdóttir Guðrún, Helgadóttir Guðrún, Effah-Kesse Doris, Bjarnadóttir Eyrún and Burns Georgette</i></p> <p>3. The role of food festivals in promoting culinary heritage by <i>Janiszewska Dorota, Kwiatkowski Grzegorz, Ossowska Luiza and Kloskowski Dariusz</i></p>	<p>1. Understanding the Tourist in the Crowd: Erika Adamsson’s Art as Interpreter of Mass Tourism by <i>Vainikka Vilhelmiina and Andrews Hazel</i></p> <p>2. Regenerative tourism: perspectives and potential for Finland – a buzzword or an opportunity for a transformational system change? by <i>Konttinen Annika and Holmberg Eva</i></p> <p>3. The “home-is-safer-than-abroad-bias” in tourists’ perceptions of terrorism risk by <i>Wolff Katharina, Larsen Svein, Øgaard Torvald and Doran Rouven</i></p>	
10.30 – 10.45 Break				
10.45 – 11.45 Keynote speaker Jarkko Saarinen – Governing resilience and inclusivity in tourism: towards sustainable development goals – <i>Room 2624 a+b</i>				
11.45 – 12.00 Closing words – <i>Room 2624 a+b</i>				
12.00 – 13.00 Farewell lunch on Porvoo campus				