



IT'S A NEWSLETTER SPECIAL ISSUE

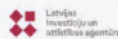
For The 10th ITSA Biennial Conference

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10th International Tourism Studies Association (ITSA) Biennial Conference

Bridging the Gaps in Tourism Knowledge and Practice:
The Future of Sustainable, Smart, and Secure Tourism and Hospitality
(Future 3Ss for Tourism)



itsa2024.lv

Hosts

The 10th ITSA Biennial Conference “Bridging the Gaps in Tourism Knowledge and Practice: The Future of Sustainable, Smart, and Secure Tourism and Hospitality (Future 3Ss for Tourism)” was hosted by Vidzeme University of Applied Sciences in cooperation with Latvia Convention Bureau and Con Ex Ltd.

The conference financially supported by Investment and Development Agency of Latvia, Riga city Council (Live Riga) and Valmiera municipality.

ITSA executive team

Prof. Cinà Van Zyl, University of South Africa, South Africa

Prof. Alastair M. Morrison, University of Greenwich, United Kingdom

Prof. Vanessa GB Gowreesunkar Indian Institute of Management Sirmaur India

Prof. Lina Zhong, Beijing International Studies University, China

Scientific committee and reviewers of abstracts

Prof. Agita Livina, Vidzeme University of Applied Sciences, Latvia (chair)

Prof. Andris Klepers, Vidzeme University of Applied Sciences, Latvia (co-chair)

Prof. Cinà Van Zyl, University of South Africa, South Africa

Prof. Alastair M. Morrison, University of Greenwich, United Kingdom

Prof. Vanessa GB Gowreesunkar, Indian Institute of Management Sirmaur, India

Prof. Lina Zhong, Beijing International Studies University, China

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Prof. Sampadakumar Swain, Pondicherry University, India

Dr. Manohar Sajani, Amity University Uttar Pradesh, Noida, India.

Dr. Lynn I-Ling CHEN, National Pingtung University, Taiwan

MG. Javiera Ramírez Galindo, Universidad Andres Bello, Chile

PhD Antti Roose, Tartu University, Parnu college, Estonia

Dr. Darius Liutikas, Lithuanian Centre for Social Sciences, Lithuania

Dr. oec. Aija van der Steina, Vidzeme University of Applied Sciences, Latvia

Dr. oec. Dzintra Atstaja, Latvian Science Council, Latvia

Dr. oec. Ēriks Lingeberziņš, Turība University, Latvia

10th International Tourism Studies Association (ITSA) Biennial Conference

17-20 SEPT 2024
RIGA, LATVIA
WWW.ITSA2024.LV

Dear ITSA Members,

The ITSA 10th Biennial Conference in Riga is finally over.

Now that I'm back home and reflecting on the pre and post-experiences, I want to share some highlights and give you a feel of the conference's atmosphere.

For those of you who were not able to attend in person, the conference was held in a stunning venue on the picturesque banks of the Daugava River, which flows through the heart of Riga before meeting the Baltic Sea.

I want to express my heartfelt gratitude to each of you for your invaluable contributions that made the ITSA Biennial Conference such a remarkable success. Your constant support and unwavering dedication not only helped us achieve our core objectives but also drew significant interest from numerous attendees. I had the pleasure of speaking with several delegates who were eager to learn more about the ITSA membership program and join us as members. A special thank you goes to our amazing social media team, who tirelessly captured and shared the conference's unforgettable moments. I personally enjoyed creating videos with delegates from across the globe, including Greece, France, Singapore, Latvia, the UK, Estonia, and Finland. We are releasing them gradually on social media and we request you to like, share and re-post. The following section presents a summary of the conference while highlighting ITSA members participation and engagement in the event.

Participation and Engagement of ITSA Members

Opening Speech: Vanessa Gowreesunkar, Vice President and Agita Livina, RVP Baltic Region

Keynote 1: Alastair Morrison, Vice President

Keynote 2: Tiger Bihu Wu, Founder Member ITSA

Session Chairs: Claudia Seabra, Alastair Morrison, Vanessa Gowreesunkar

TRINERGY Program presentation: Abhishek Bhati, RVP (South-East Asia), Rajinder Kumar, TRINERGY awardee, Alastair Morrison

Paper presentation in person:

1. Abhishek Bhati – RVP

2. Vanessa Gowreesunkar – VP

3. Agita Livina – ITSA RVP

4. Paola Piccirillo – Membe

5. Subhajeet Deoghuria– Member

6. Ansh Tandon– Member

7. Prince Pandey– Member

ITSA General Meeting and IJTC meeting: Vanessa Gowreesunkar, Alastair Morrison

Upcoming Conferences Announcement: Tiger Wu (China), Claudia Seabra (Portugal), Gulbaram (Kazakhstan), Prafulla (India)

Best Paper: Abhishek Bhati, RVP South-East Asia

Best Presentation: Paola Piccirillo, ITSA Member

Conference Summary

Day 1 – September 17, 2024

The first event was the ITSA Board Meeting, during which the President Cine van Zyl and Vice Presidents Alastair, Lina Zhong, and Vanessa were convened to discuss critical agenda items. These included the planning of the upcoming Riga conference, financial considerations for ITSA and the International Journal of Tourism Cities (IJTC), engagement strategies for Regional Vice Presidents (RVPs), priority tasks for 2024, and the formation of the Executive Committee (Exco) team for the term 2024-2026. The discussions yielded several significant resolutions and insights, emphasizing the strategic direction for the organization in the coming years.

In the evening, a welcome reception was hosted by Vidzeme University, offering an excellent opportunity to build connections with both new and returning delegates. The reception was warmly organized by our Latvian colleagues, providing a congenial atmosphere that fostered networking and the formation of valuable professional relationships. This informal gathering not only helped set the tone for the collaborative spirit of the conference but also allowed delegates to engage with one another before the formal sessions commenced.

Day 2 – September 18, 2024

Day 2 started with an exciting announcement from ITSA-IJTC Vice President, Vanessa Gowreesunkar and Katie Gezi from Taylor & Francis, unveiling ITSA's new partnership with the prominent academic publisher. This significant collaboration is expected to enhance the visibility and reach of ITSA's scholarly output. Following this, the Latvian Congress Bureau delivered a warm and heartfelt welcome address, setting an inviting tone for the conference.

The intellectual rigor of the event was established through two captivating keynote addresses. First, ITSA Vice President Prof. Alastair M. Morrison delivered a thought-provoking presentation titled "*Green Brings Green: The Power of Sustainable Destination Branding in Urban Marketing and Development*," where he underscored the economic and environmental potential of sustainable urban branding. This was followed by Ilona Beliatskaya, Junior Research Fellow at the Estonian Business School, who presented "*Smart Cities Start with Communities: Urban Commons and Sense of Place*." Her talk highlighted the importance of community-driven initiatives in shaping sustainable and inclusive urban environments.

The day progressed with engaging parallel paper presentation sessions, expertly chaired by Professor Morrison and Professor Klepers in the morning and by Claudia Seabra and Ilona Beliatskaya in the afternoon. A total of 20 insightful papers were presented, sparking lively discussions and exchanges of ideas among participants.

The ITSA General Meeting, open to current and prospective members, was chaired by Dr.



▲ Opening speech by ITSA VP Vanessa

Vanessa Gowreesunkar with support from Professor Alastair Morrison. The meeting covered a comprehensive range of topics, including ITSA's performance in 2023 and 2024, the promising new partnership with Taylor and Francis, and the announcement of the upcoming ITSA 2025 conference scheduled for December.

The Young Scholars and Philip Pearce TRI-ENERGY Program (ITSA-IJTC), presented by ITSA RVP (South-East Asia) Abhishek Bhati, showcased the program's significant impact on emerging scholars, with support from Alastair Morrison. Awardee Rajinder Kumar shared his experiences and the successful publication of his work in an ABDC-listed journal, illustrating the program's efficacy in fostering academic growth.

The day concluded with a delightful networking reception at the Museum of History and Navigation in Riga's charming Old Town. Traditional music and dance performances added a special touch to the evening, creating a relaxed and enjoyable atmosphere that encouraged participants to connect, collaborate, and strengthen their professional networks.

Day 3 – September 19, 2024

Day 3 was earmarked for touring and outing. The objective was to make participants discover the local culture and foster connections among themselves through shared experiences. Participants had the opportunity to choose from three enriching tours, each designed to provide a unique cultural and historical experience:

- **Tour 1: The Baltic Coastline:** This tour took participants to Mangalsala, the gateway to Riga, and Carnikava, a town renowned for its lamprey fishing traditions. Attendees enjoyed a scenic hike, learned about the intricacies of lamprey fishing at the Carnikava Local History Center, and indulged in a delightful cheese tasting at the Soira Cheese Workshop, immersing themselves in the local culinary heritage.
- **Tour 2: Visit to Valmiera Village:** This tour highlighted Valmiera’s unique blend of history, nature, and culture. Participants visited the Vidzeme University of Applied Sciences and explored the Valmiera Museum, which featured a captivating exhibition on the town’s ancient history, offering insights into the region’s rich cultural legacy.
- **Tour 3: Bike Ride:** This tour provided a distinctive perspective on Riga, as participants cycled through the charming islands of Ķīpsala and Āgenskalns, both known for their beautiful wooden architecture. The ride concluded with a visit to Victory Park and the historic Old Town, allowing participants to experience the city’s vibrant atmosphere and architectural heritage firsthand.

Day 4 – September 20, 2024

The final day of the conference commenced with an inspiring online keynote address by Professor Tiger Bihu Wu, titled “*Cultural Sedimentation and Cultural Sustainability: From Place Writing to Destination Making.*” This thought-provoking presentation set the stage for a day of rich discussions and insights.

Parallel sessions, expertly chaired by Andris Klepers, Vanessa Gowreesunkar, Mahendr Reddy, and Andris Klepers, featured another 20 insightful paper presentations, contributing to the robust intellectual atmosphere of the conference.

The IJTC Information Meeting provided participants with valuable insights into the International Journal of Tourism Cities, including its aims and scope, rankings, submission guidelines, and the exciting new partnership with Taylor &



Agita Livina receives gift from ITSA-IJTC

Francis. This session highlighted the journal's commitment to advancing research in tourism cities and enhancing visibility for scholars in the field.

The conference concluded with significant announcements regarding upcoming ITSA events. Professor Tiger Wu revealed that the next biennial conference will take place in Quanzhou, China, under the theme *“Rejuvenating Cultural Heritage in an Artificial Intelligence Age.”* Claudia Seabra announced the next regional conference in Portugal, focusing on *“Diversity and Sustainability: Opportunities and Threats in Tourism (DSOTT’2025).”* Additionally, Gulbaram Kulakhmetova shared details about the ITSA conference on “Sustainable Development of Tourism in Central Asia,” scheduled to be held at Al-Farabi Kazakh National University.

The closing session recognized outstanding contributions, culminating in well-de-

served accolades. ITSA RVP Abhishek Batti from Singapore received the Best Paper Award, while ITSA member Paola Piccirillo from France was honored with the Best Presentation Award, celebrating their exceptional work.

An informal IJTC meeting offered delegates a final opportunity to connect with the ITSA-IJTC team, explore membership options, and discuss the implications of the new partnership with Taylor & Francis. This gathering fostered a sense of community and collaboration among participants, leaving a lasting impression as the conference closed.

Once again, thank you for your unwavering support and participation (online or offline). Together, we are attaining ITSA's objectives and this is making an impactful impression in the minds of our members, followers, and supporters.

ITSA-IJTC Executive Team



ITSA 10th Biennial Conference

Global Marketing

ITSA-IJTC was entrusted with the global marketing of the conference, which was initiated in early 2024. Design work was done by Alastair Morrison and Pinaz Tiwari, and the ITSA-IJTC Social Media Team did postings on multiple platforms, the Conference website, and the ITSA website. The Social Media Team was directed and managed by Vanessa Gowreesunkar and Pinaz Tiwari, and included Sandy (Ye) Shen, Shem Maingi, and Tingyu Xue. Posts were placed on LinkedIn, Facebook, X (Twitter), WeChat (China), Instagram, and Trinet.



MARKETING KICK-OFF

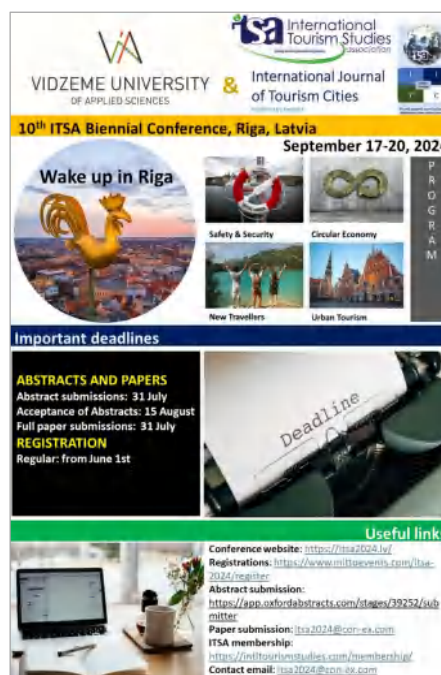
The marketing kicked off by designing a Call for Papers (CfP), an introductory video, an overall conference image or logo, a flyer and poster, and a press release.



▲ ITSA Riga 2024 Call for Papers (CfP)



▲ ITSA Riga Conference logo



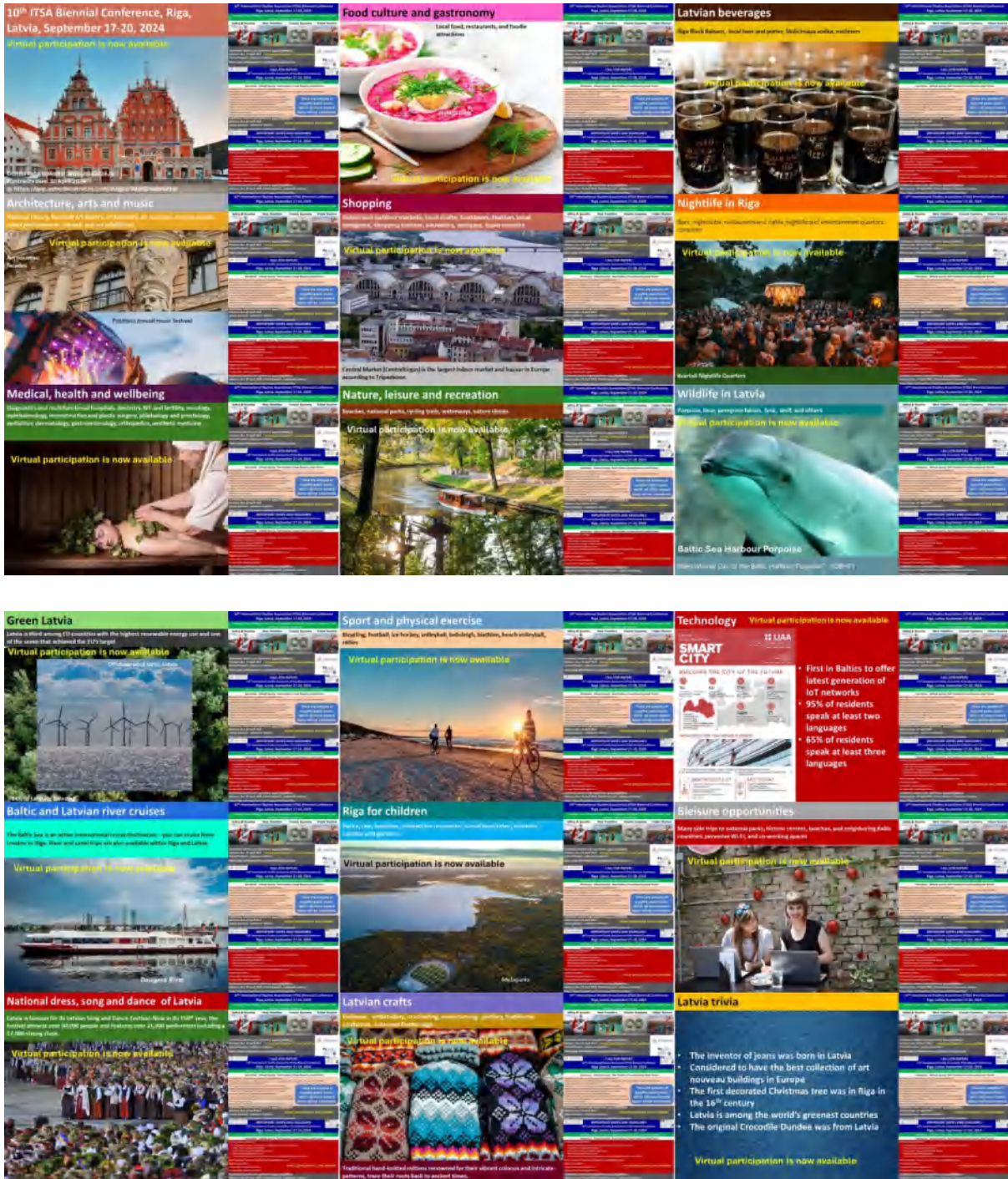
▲ ITSA Riga Conference flyer and poster

MARKETING CAMPAIGNS

Four individual campaigns were implemented from February-September 2024.

ITSA meets Latvia: Campaign 1

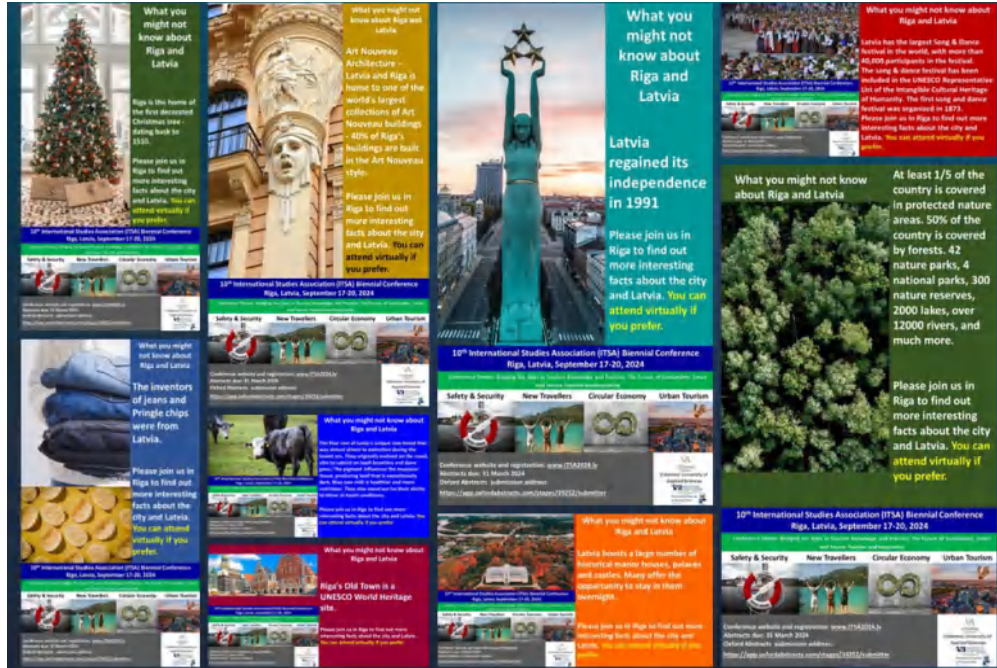
The marketing team began by “selling the destination”, featuring various attractions and points of interest in Latvia in a highly colorful campaign.



CAMPAIGN

What you might not know about Riga and Latvia: Campaign 2

With another burst of colorful images, the marketing continued to feature Latvia and the city of Riga. The thought behind this campaign was to present not-well-known features of Latvia and Riga.



Wake up in Riga!: Campaign 3

With this campaign, the marketing began to provide more information on the conference venue and the surrounding area in Riga. The rooster logo was featured with the message to Wake up in Riga!



CAMPAIGN

Getting closer: ITSA Riga Conference program: Campaign 4

The fourth campaign provided details on the conference program and keynote speakers.



VIDZEME UNIVERSITY OF APPLIED SCIENCES EUD

International Tourism Studies
International Journal of Tourism Cities

10th ITSA Biennial Conference 2024

Keynote Speaker:
Prof. Tiger Bihu Wu

Professor & Director – The International Center for Recreation and Tourism Research, Peking University



MARKETING SUCCESS

The global marketing campaign was successful as there were participants from 21 countries who registered for the conference. There were seven other countries represented in the papers submitted to the conference, for a total of 28. In alpha order the countries were: China, Croatia,

Denmark, Estonia, Finland, France, Germany, Greece, India, Indonesia, Iran, Italy, Jamaica, Kazakhstan, Latvia, Malta, Mauritius, Pakistan, Peru, Portugal, Saudi Arabia, Singapore, Spain, South Africa, Turkey, UK, Ukraine, USA.



September 17th, 2024 ITSA 2024 Biennial Conference Riga, Latvia

13:00 - 18:00

Opening of the Registration desk

14:00 - 15:00

ITSA Board Meeting

18:00 - 19:30

Welcome Reception

17.09.2024

PROGRAM

September 18th, 2024 ITSA 2024 Biennial Conference Riga, Latvia

08:30

Opening of the Registration desk

OPENING

09:00 - 09:30

Moderator of the day Prof. Andris Klepers, Vidzeme University of Applied Sciences, Latvia

Opening Ceremony:

Prof. Arnis Sauka PAndris Klepers, Vidzeme University of Applied Sciences, Latvia

Vanessa Gaitree Gowreesunkar, the ITSA-IJTC vice president and Katie Gezi, Taylor & Francis with a special announcement

Welcome Speech by the Latvian Congress Bureau

09:30 - 10:10

Keynote online #1 – *Green brings green: The power of sustainable destination branding in urban marketing and development* by Prof. Alastair M. Morrison, Research Professor, School of Management and Marketing, University of Greenwich, United Kingdom

10:10 - 10:50

Keynote #2 – *Smart cities start with communities: urban commons and sense of place* by Iлона Beliatskaya, Junior Research Fellow, Estonian Business School, Estonia

10:50 - 11:20

COFFEE BREAK

18.09.2024

PROGRAM

11:20 – 13:00

PARALLEL SESSIONS I

SESSION A (VIRTUAL)

Session 1A (Hybrid) (2)
**Management of resources
within the framework of
climate change, environment
and responsible attitudes**

**SESSION CHAIR: ALASTAIR
M. MORRISON (ONLINE)**

*A Comprehensive Study on
the Role of Wellness Concepts
in Urban Tourism and Leisure
Behavior (#51) by [Chih-Hui
Huang](#), Yong He (online)*

*Tourism Impacts Analysis –
case study Azores destination
(#6) by [Claudia Faias](#),
[Claudia Seabra](#), Maria Batista,
Ana Caldeira (online)*

*Barriers And Drivers for Being
Sustainable: The Perspective
of Latvian Tourism
Organisations (#26) by Linda,
Veliverronena, Ilze Grīnfelde,
[Aija van der Steina](#)*

*Recreation and tourism in
promoting social inclusion. A
reflection of documented
theory. (#11) by [Samkelisiwe
Nkwanyana](#) (online)*

*Clustering of small businesses
to create resilience in tourism
destinations (#13) by [Jens
Thraenhart](#)*

SESSION B

**Session 1B (4) Changes in
traveller behaviour and
consumption of tourism
offers**

**SESSION CHAIR: ANDRIS
KLEPERS**

*Exploring the Impact of
Workforce Sustainability
Attributes on Employees'
Intention to Stay in the
Hospitality and Tourism
Industry (#14) by [Poerava
Brodien Hapairai](#)*

*Gamification marketing in
tourism (#9) by [Paola
Piccirillo](#)*

*Illuminating the Dark Spots of
Social Media Storms in
Tourism (#10) by [Konstantinos
N. Rigopoulos](#), Pernille Rydén,
Konstantinos G. Kottikas,
Efthymia Kottika, Ioannis G.
Theodorakis, Vatroslav Skare,
Muhammad Ismail Hossain*

*Repositioning Paradise:
Investigating the LGBTQIA+
Inclusion in the Sustainable
Development of Tourism in
Mauritius (#50) by [Vanessa
Gaitree Gowreesunkar](#)*

*The satisfaction of residents
as a determining factor in the
development of a sustainable
tourism destination (#3) by
[Margrit Kärp](#), Kandela Öun,
Tiina Viin*

13:00 – 14:00

LUNCH

18.09.2024

PROGRAM

14:00 - 15:30

PARALLEL SESSIONS II

SESSION A (VIRTUAL)

10. Bottlenecks for the sustainable planning of tourism destinations

SESSION CHAIR: CLAUDIA SEABRA (ONLINE)

Social value creation in tourism: How far can tourism push? (#22) by Rui Augusto da Costa, Larissa F. L. Almeida, [Adriana F. Chim-Miki](#), Filipa Brandão

Developing and validating a scale measuring socially sustainable tourist behaviour (#7) by [Jiawei Li](#), Alastair M. Morrison, J. Andres Coca-Stefaniak

Key Priorities for South African Mothers During Family Vacations (#42) by [Rosa-Anne Naude'-Potgieter](#)

Protection of tourists during travel as a key aspect in the field of tourism (#48) by [Liudmyla Prohoniuk](#)

Social responsibility of the tourism industry in Ukraine (#49) by [Nataliia Shyshpanova](#)

SESSION B

(6) Circularity & Global Green Deal applications for tourism systems

SESSION CHAIR: ILONA BELIATSKAYA

A guide to Tourists' Dietary Preferences and Requirements: Emerging Trends (#65) by Zohre Mohammadi, [Abhishek Singh Bhati](#), Valeriya Radomskaya

A dynamic panel model for the relationship between environmental pollution and international tourism: evidence from Baltic countries (#37) by Dzintra Atstāja, [Edmira Cakrani](#)

Micromobility in tourism destinations (#58) by [Māra Grīnberga](#) – Šilaua

A shift to circular festival management- a literature review and Latvian practices (#66) by [Marta Kontiņa](#), Dzintra Atstāja, Natālija Cudečka-Puriņa

How to Finance Tourism and Recreation in National Parks: Systematic Review (#68) by [Ilker Gül](#)

15:30 - 15:50

COFFEE BREAK

18.09.2024

PROGRAM



15:50 - 16:50

ITSA GENERAL MEETING

ITSA General Meeting – available to current ITSA members and those interested in becoming members.

Chair : Dr. Vanessa Gaitree Gowreesunkar

Support : Prof. Alastair Morrison

1. ITSA performance in 2023 and 2024 – the new Executive Team
2. Membership program and member contributions
3. Engagement of ITSA members (including RVPs) – A reality check
4. Social media performance and the ITSA “jigsaw”
5. New IJTC partnership with T&F
6. Philip Pearce TRINERGY program
7. Upcoming ITSA conferences
8. Any other business (AOB)

Ø ITSA 2025 December Announcement. By Prafulla Y. Agnihotri, Professor, Director of Indian Institute of Management Sirmaur, India

17:00 - 18:00

YOUNG SCHOLARS & PHILIP PEARCE TRINERGY PROGRAM (ITSA-IJTC)

Young Scholars & Philip Pearce TRINERGY Program (ITSA-IJTC) lead by prof vice-chancellor of the University of Newcastle Australia Singapore campus Abhishek Bhati and Rajinder Kumar Philip Pearce TRINERGY Program awardee.

1. Honouring Prof. Philip L. Pearce
2. Young Scholars Forum
3. ITSA’s main goal
4. The Philip Pearce TRINERGY program
5. TRINERGY experience of Dr. Rajinder Kumar
6. Other TRINERGY projects
7. Expressions of interest
8. Q&A
9. Any other business (AOB)

19:30 - 22:00

NETWORKING RECEPTION

MUSEUM OF THE HISTORY OF RIGA & NAVIGATION

18.09.2024

PROGRAM

September 20th, 2024 ITSA 2024 Biennial Conference Riga, Latvia

08:30

Opening of the Registration desk

09:00 - 09:40

Moderator of the day Prof. Andris Klepers, Vidzeme University of Applied Sciences, Latvia

Keynote online #3 – *Cultural Sedimentation and Cultural Sustainability: From Place Writing to Destination Making* by Prof. Tiger Bihu Wu, Professor & Director, The International Center for Recreation and Tourism Research, Peking University, China

09:40 - 11:00

PARALLEL SESSIONS III

SESSION A (VIRTUAL)

(5) Digitalization & technological solutions for sustainable tourism services

SESSION CHAIR: ANDRIS KLEPERS

The Role of Technology in Transformative Tourism Experience Design (#61) by Muhammad Khogali

Blockchain-powered carbon tracking apps: A new frontier for low-carbon tourism (#15) by Abhishek Bhati, Valeriya Radomskaya, Vidit Jain, Shruti Deshpande

Tourist experiences in urban settings – developing a tool for the tourism product development of a city destination. (#27) by John Ebejer

SESSION B

(1) Building smart urban tourism systems for a sustainable future

SESSION CHAIR: VANESSA GAITREE GOWREESUNKAR

Between City Development and Dark Heritage: Future Scenarios of Urban Tourism in Riga (#35) by Aija van der Steina, Maija Rozite

Cultural protest events: Art museums as a platform for social change (#53) by Rosa Anna Froio, Zohre Mohammadi

Circularity of tourism system in policy planning documents and industry assessment reports (#1) by Agita Līviņa, Dace Dance

20.09.2024

PROGRAM

*Smart tourism ecosystem:
From connectivity to value
co-creation (#47) by Pedro
Vaz Serra, [Cláudia Seabra](#)
(Online)*

*The Critical Overview of
Sustainable and Green
Solutions Implementation in
Hotels in Latvia (#71) by
[Galina Bukovska](#), Agita Livina,
[Mahender Reddy Gavinolla](#)*

*Delineating the purpose of
research methodology in a
tourism higher education
curriculum in South Africa
(#67) by [Uwe P Hermann](#),
Pieter H Du Toit*

*Sustainability Through Safety
and Security: Building a
Resilient Future (#57) by [Ēriks
Lingebērziņš](#)*

11:10 - 11:30

COFFEE BREAK

11:30 - 13:00

PARALLEL SESSIONS IV

SESSION A (VIRTUAL)

**(8) *Safety and security
challenges and solutions for
businesses and travellers***

SESSION B

**(11) *Bottlenecks for the
sustainable planning of
tourism destinations***

**SESSION CHAIR: MAHENDER
REDDY GAVINOLLA**

*Guests' readiness to embrace
robots in 4- and 5-star hotels
in South Africa (#18) by
Whitney May, Nicolene
Conradie, [Ciné van Zyl](#)
(online)*

**SESSION CHAIR: ANDRIS
KLEPERS**

*Decision-Making Support in
selecting small cities as
Alternative tourism
destinations: An Approach
Based on the PROMETHEE
Method (#21) by Ariana
Almeida Gonzaga, [Adriana
Fumi Chim-Miki](#), Rui Augusto
da Costa*

*Crime and urban tourism: a
bibliometric literature review
(#2) by [Andreia Pereira](#),
Claudia Seabra*

*Identifying the drivers of a
circular economy in tourism –
a modified total interpretive
structural modeling (m-TISM)
approach (#23) by [Mayank
Pathak](#), Pinosh Kumar Hajoary,
Manju Sangwan (online)*

20.09.2024

PROGRAM



PROGRAM

20.09.2024

Tourism industry perspectives in disaster management planning: Cases from Indonesia and Japan (#25) by [Devi Roza Krisnandhi Kausar](#), [Agustan Agustan](#)

Scoping the earliest signs of overtourism in the Baltic resorts (#56) by [Antti Roose](#), [Ain Hinsberg](#)

Understanding changes in US market travel behavior towards Caribbean destinations (#33) by [Michelle McLeod](#), [Robertico Croes](#)

Sense of place in film-tourism destination (#36) by [Marit Piirman](#), [Garri Raagmaa](#), [Jarkko Saarinen](#)

Assesing the impact of Cocoa Pod Husk consumption on customers as new sustainable food practice in the hospitality industry (#40) by [Angela Francisca Aranibar Villanueva](#) (online)

Agrotourism in Rural Himalayas: Challenges and Opportunities from the local perspective (#69) by [Subhajit Deoghuria](#), [Ansh Tandon](#), [Prince Pandey](#), [Vanessa Gowreesunkar](#)

13:00 - 13:15

PARALLEL SESSIONS III

13:15 - 14:15

LUNCH

14:15 - 15:15

IJTC INFORMATION MEETING

IJTC Information Meeting – available to potential authors, reviewers, board members, and others interested in the International Journal of Tourism Cities (lead by IJTC editorial team)

Chair : Dr. Vanessa Gaitree Gowreesunkar

Chair : Prof. Alastair Morrison

1. IJTC's uniqueness and Aims and Scope
2. IJTC rankings and other metrics
3. Types of submissions accepted and author guidelines
4. Special Issues
5. Book reviews
6. Publishing history – 2015-2024
7. IJTC editorial team
8. Taylor & Francis is new publisher from January 2025 (announced on 18 September)
9. Need for more reviewers
10. Q&A
11. Any other business (AOB)



15:15 - 15:40

Keynote #4 *Safe and Secure Tourism: Perceptions, Priorities, Perspectives. Case Studies in Latvia* by Zane Kudure, Lecturer and Science Secretary, Vidzeme University of Applied Sciences, Latvia

15:40 - 16:10

INVITATION TO UP-COMING ITSA CONFERENCES

Ø ITSA 2026 biennial conference "Rejuvenating Cultural Heritage in an Artificial Intelligence Age " in Quanzhou, China. By Prof. Tigr Bihu Wu, Professor & Director, The International Center for Recreation and Tourism Research, Peking University, China (online)

Ø Congress on Diversity and Sustainability: opportunities and threats in tourism (DSOTT'2025). By Claudia Seabra, University of Coimbra, Portugal (online)

Ø 2nd International Forum "Sustainable development of tourism in Central Asia "challenges, opportunities, and prospects", dedicated to the 90th anniversary of Al-Farabi Kazakh National University. By Gulbaram Kulakhmetova, PhD in Tourism, acting associate professor, Secretary of Scientific Council, Faculty of Geography and Environmental Sciences, Al Farabi Kazakh National University (TBC)

16:10 - 16:30

CLOSING PART & BEST PAPER AWARD

16:30

COFFEE BREAK & GOODBYES

20.09.2024

PROGRAM

KEYNOTE PRESENTATIONS

@ ITSA RIGA 2024

Prof. Alastair M. Morrison

University of Greenwich, London

Green brings green: The power of sustainable destination branding in urban marketing and development

In this presentation, the concept of green destination branding is discussed as a trend emerging among cities. Evidence is discussed of the strategies used by specific cities to demonstrate their sustainability and stewardship commitments. The presentation concludes by arguing that tourism cities' marketing, branding, and communications in future years must evolve toward a new paradigm that addresses climate change and excessive temperature, pollution, crises and disasters, resilience, overtourism, rising sea levels, and other sustainability challenges.

Conclusions to be shared:

- Changes in consumer attitudes and preferences and the influence of external factors and global issues such as those expressed in the SDGs are reasons for cities to forge a closer relationship between destination branding and sustainable development. Several cities and their DMOs show leadership in merging destination management with sustainable development, and this trend will undoubtedly continue at a pace in the future.
- The changes ahead should force city DMOs to align their unique selling propositions (USPs) more closely with aspects of sustainable development. Several catalysts for these changes include growing concerns for the environment, the SDGs, increasing urbanization, intensifying competition, the fallout from COVID-19, and trends in markets and consumer behavior. This also comes at a time when funding is becoming a more significant issue for DMOs, and many are trying to reinvent themselves in the recovery from the pandemic.
- However, cities must avoid “destination greenwashing marketing” at all costs as consumers are becoming increasingly cynical about exaggerated or misleading claims.



Ilona Beliatskaya

Estonian Business School, Estonia

Smart cities start with communities: urban commons and sense of place

Smart cities represent a social phenomenon rooted in community building practices. While the concept of smart cities is widely acknowledged, it has often been criticized for its technocratic focus, which tends to overlook the interests of urban stakeholders. The complexity of smart cities arises from the involvement of multiple decision makers, each playing a critical role in shaping this multifaceted phenomenon. The diverse range of urban stakeholders, including citizens and international travelers, is crucial to the development and success of smart cities. Aligned with the United Nations' Sustainable Development Goal 11 (SDG11), which advocates for sustainable, inclusive, resilient, and safe cities, the development of smart cities must take into account the needs of these various groups. Building on Ostrom's (1990) framework of govern-



ing the commons, this study emphasizes the importance of collective decision making in managing shared urban resources. The “commoning” process in urban areas fosters collaboration among stakeholders, enabling them to co-create and co-produce essential services. Therefore, this research seeks to expand the discussion on the potential of commons based initiatives in smart cities and to explore the dynamics of decision making within these urban environments.

“It was an honor to be invited by the organizers to deliver a keynote on community-led practices in smart cities, where I had the opportunity to highlight inspiring examples from Tallinn, Helsinki, Utrecht, Antwerp, and Bilbao. I also underscored the importance of community-based tourism and why it's a model that should be embraced across destinations worldwide.”

“Sharing the stage with distinguished scholars was a humbling reminder that science isn't just about the time spent in academia or the number of publications and citations — it's about the diversity of ideas and experiences. This was nicely reflected in the diverse audience, with participants from over 20 countries contributing to the vibrant discussions.”

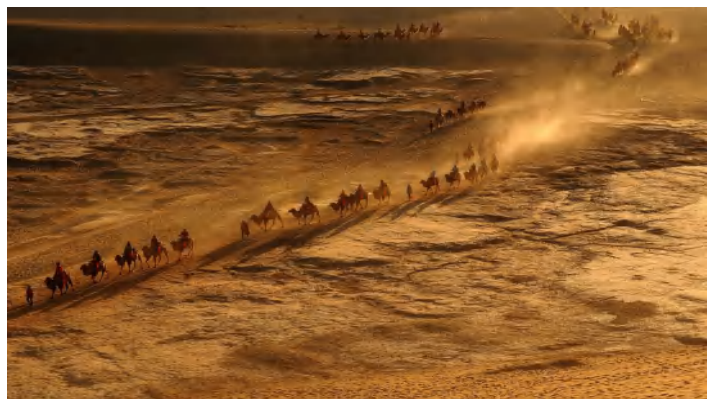
Prof. Tiger Bihu Wu

Professor & Director, The International Center for Recreation and Tourism Research, Peking University, China

Cultural Sedimentation and Cultural Sustainability: From Place Writing to Destination Making

The Topic presented in this Keynote speech aims to cover 2Ss for the conference, Sustainability and Smart. Prof. Wu has set a library on Experience, i.e. exploration and experience en route and at destination, or historical collections on travel, voyage, adventure, exploration all around the world. This library supports him in the thinking, research and creation process of ideas on cultural sustainability and digital humanity research, with artificial intelligence aided to make a destination more sustainable developed and managed. Under the umbrella of cultural sustainability, we

bring new understanding to sustainability of tourism, because sustainable development have been more considered from natural ecological perspective before.



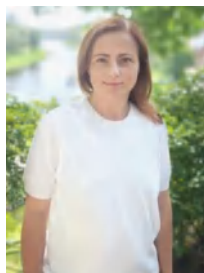
Zane Kudure

Lecturer, Vidzeme University of Applied Sciences

Safe and Secure Tourism: Perceptions, Priorities, Perspectives. Case Studies in Latvia

As perceptions form the sense of safety and security, it shall be observed how a destination is perceived by tourists and how hospitality and tourism companies communicate safety and security issues. By analyzing cases in Latvia an insight will be given to the current priorities and perspectives of a safe and secure destination in Europe.

Zane Kudure is a lecturer at Vidzeme University of Applied Sciences,



Valmiera, Latvia. She teaches tourism product development and involves in projects related to regional tourism planning and development. Safety and security has always been an important and challenging topic when talking about tourism destination and product development, with different highlights changing over time. The latest updates of the topic will be shared at the ITSA 2024.



International Tourism Studies Association announces new publishing partnership with Taylor & Francis

Taylor & Francis to publish International Journal of Tourism Cities

The International Tourism Studies Association (ITSA) has announced that its flagship journal, International Journal of Tourism Cities (IJTC), will be published by Taylor & Francis from January 1, 2025.

IJTC will join Taylor & Francis' leading tourism and urban studies journal portfolios, published under the highly regarded Routledge imprint.

Now into its tenth volume, IJTC is the only academic journal exclusively dedicated to urban tourism research, providing an international forum for the study of urban tourism and tourism cities. IJTC publishes primary research articles, expert discussions on current urban tourism issues, and tourism city case studies. It has had considerable success with special issues on important themes such as overtourism and sustainable tourism.

Prof. Cinà van Zyl, of the University of South Africa and President of ITSA, said: "ITSA being known for 'bridging the gaps in tourism and hospitality studies and research, education, and training between developed and developing countries, and between tourism scholars and practitioners' is thrilled to build upon this reputation and walk the journey with Taylor & Francis, to reach new heights in future."

Matthew Derbyshire, Global Director of Social Sciences at Taylor & Francis, said: "We are delighted the ITSA has chosen Taylor & Francis as their new publishing partner. The effect of tourism on cities, both positive and negative, is a key issue around the world today and the work of the IJTC's research community is vital to better understanding it. We are therefore look-

ing forward to working with the IJTC editorial team to help maximize the journal's reach and impact as it enters its second decade."

IJTC is co-edited by Professor Alastair M. Morrison and Professor Andres Coca-Stefaniak of the University of Greenwich, UK. Prof. Coca-Stefaniak said: "This is a wonderful opportunity for our International Journal of Tourism Cities to continue its growth as the world's leading peer-reviewed journal in urban tourism. We are delighted by the prospects Taylor & Francis offer as a leading publisher and look forward to growing our global community of urban tourism scholars and practitioners under the auspices of the International Tourism Studies Association."



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10th ITSA Biennial Conference

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INTERNATIONAL JOURNAL OF
TOURISM
CITIES

 International
Tourism Studies
association

 Routledge
Taylor & Francis Group

BEST PAPER AND PRESENTER AWARDS



BEST PAPER 1st place:

A guide to tourists' dietary preferences and requirements: Emerging trends

Zohre Mohammadi, University of Greenwich, UK
Abhishek Bhati, University of Newcastle (Australia) Singapore



BEST PAPER 2nd place:

The satisfaction of residents as a determining factor in the development of a sustainable tourism destination

Margrit Kärp, Kandela Õun, and Tiina Viin,
University of Tartu, Estonia



BEST PAPER 3rd place:

Crime and urban tourism: A bibliometric literature review

Andreia Pereira and Claudia Seabra,
University of Coimbra, Portugal



BEST PRESENTERS:

Gamification marketing in tourism

Paola Piccirillo, Cannes, France

Abstract Book Introductions

Dear participants of the ITSA 2024 and all readers of the Abstract Book!

We as the ITSA conference 2024 “Bridging the Gaps in Tourism Knowledge and Practice: The Future of Sustainable, Smart, and Secure Tourism and Hospitality (Future 3Ss for Tourism)” organisers and hosts would highlight future 3Ss for tourism development. Sustainable, smart and secure tourism development actions are the cornerstones of achieving the Sustainable Development Goals 2030 and require all three to work together in harmony. Sustainability, smartness, and security are crucial for tourism destination planning and development. At the same time, security and sustainability are becoming important factors in tourist choices and preferences for where to travel. Smart technological solutions complement better managing sustainability and security.

The global relevance of the topic is reflected in the 71 abstracts received for this event. All these abstracts were reviewed by a panel of reviewers, who contributed the time to make suggestions for improving the abstracts. It was the responsibility of the authors to submit updated and revised abstracts after peer review, which can be found in this book. There are 41 abstracts, and four keynote speaker presentations at the conference and in this book of abstracts (30 participants did not register for the conference or cancelled their participation for various reasons, most frequently noting financial reasons and the time required to obtain visas). Both during the conference and in our daily work, we want to focus not only on responsible tourism, but also on responsible action by everyone, by taking a critical approach to development issues.

Participants range from very experienced researchers to young researchers at the beginning of their research journey. This conference also gave young researchers the opportunity to present to all conference participants as keynote speakers on smartness and technology in tourism by Ilona Beliatkaya and safety in tourism products by Zane Kudure. Professor Tiger Bihu Wu emphasizes cultural sustainability issues and cultural sedimentation into destination management. Professor Alastair M. Morrison, who is well known to many participants as the author of many tourism books and numerous publications, has put a lot of support into the preparation of the conference with a great deal of responsibility and is addressing the conference on sustainability in the context of urban tourism destination development.

We hope that the abstracts will inspire you to new research directions, and we wish the new research will transform into scientific publications and contribute to new knowledge in tourism studies.

By Agita Liviņa and Andris Klepers on behalf of the conference scientific committee Vidzeme University of Applied Sciences, Latvia



meet
Latvia

Latvijas
Investīciju un
attīstības aģentūra

LIVE
RIGA

VISIT
VALMIERA.

“Thanks to all authors who have contributed abstracts for ITSA Riga 2024, the 10th Biennial Conference of our Association. As an author myself, I know how difficult it can be at times to compose good abstracts. In this volume, an excellent portfolio of abstracts is presented that address the main themes and sub-themes of ITSA Riga 2024. These abstracts are the bedrock for the outstanding research that is being presented in Riga and we are greatly impressed by the diversity of topics and the widespread geographic distribution of authors.”

—Alastair M. Morrison

Good News for the Indian Institute of Management Sirmaur

Proud to say that the ITSA 10th Biennial Conference left a lasting and meaningful impact on our students and institution. This event was more than just an academic gathering; it was a vibrant space for experiential learning and exciting announcements that truly made waves.

The most exciting news came from Prof. Prafulla Agnihotri, Director of IIM Sirmaur, who announced the next ITSA Conference to be hosted amidst the breathtaking Himalayan landscape at IIM Sirmaur—a remarkable announcement that has us all buzzing with anticipation!

Our brilliant MBA students, Subhajeet Deoghuria (Tourism) and Ansh Tandon (Management), experienced their first international travel and participation in an international conference. They proudly presented their research on “Agrotourism in Rural Himalayas: Challenges and Opportunities from a Local Perspective. Watching them accomplish such a milestone filled me with immense pride!

In my capacity as a Professor at IIM Sirmaur, I also had the honor of presenting my paper on “Repositioning Paradise: Investigating LGBTQIA+ Inclusion in the Sustainable Development of Tourism in Mauritius,” which sparked insightful discussions on the subject.

And finally, in my role as Vice President of ITSA, we proudly announced our new partnership with the prestigious Taylor and Francis, paving the way for exciting collaborations ahead.

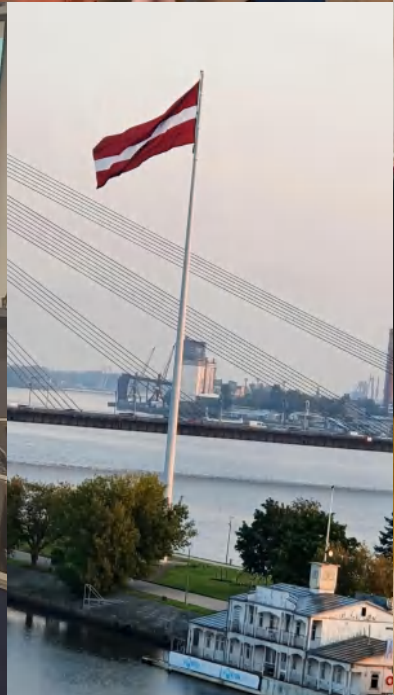
A brilliant showing by the University of Greenwich in Riga

I am proud to say that the University of Greenwich had a major impact at this prestigious international event in Latvia, which was attended by people from 28 different countries. The Best Paper Award went to Dr. Zohre Mohammadi of the School of Management and Marketing and her colleagues for “A guide to Tourists’ Dietary Preferences and Requirements: Emerging Trends”.

Also, the International Journal of Tourism Cities (IJTC) featured prominently in Riga, and is co-edited by two professors in the Greenwich Business School (Dr. Andres Coca-Stefaniak and Dr. Alastair M. Morrison). IJTC, Q1 rated on SJR, is the only academic journal exclusively dedicated to urban tourism research. A peer-reviewed journal, IJTC provides an international forum for the study of urban tourism and tourism cities. On September 18, 2024, a special announcement was made by Taylor & Francis – Routledge that they will be taking over the publishing of IJTC from 2025 onwards.

Rosa Anna Froio, a Greenwich student, presented a paper co-authored with Dr. Zohre Mohammadi on “Cultural Protest Events: Art Museums as a Platform for Social Change: Understanding the Causes and Finding Solutions”. Their study investigates the growing trend of activism at art museums, as well as the implications for society reflection and change. Museums are increasingly being used for political demonstrations, notably those addressing climate change and environmental issues. Dr. Jiawei Li of the School of Business, Operations and Strategy presented a paper on, “Developing and validating a scale measuring socially sustainable tourist behaviour”.

The first keynote speaker at the Riga conference was Prof. Alastair M. Morrison of the School of Management and Marketing. He got the academic sessions started with a presentation titled, “Green brings green: The power of sustainable destination branding in urban marketing and development” featuring research completed on cities around the globe.





FUTURE ITSA CONFERENCES

Announcements and introductions to several upcoming conferences were made in Riga

2nd International Forum Sustainable Tourism Development in Central Asia: Challenges, Opportunities and Prospects

November 21-23, 2024
Almaty, Kazakhstan

Dear Colleagues,

We are pleased to invite you to participate in the 2nd International Forum, "Sustainable Tourism Development in Central Asia: Challenges, Opportunities and Prospects," dedicated to the 90th anniversary of Al-Farabi Kazakh National University. The forum will be held from November 21-23, 2024, on the campus of Al-Farabi Kazakh National University in Almaty, Kazakhstan. The event will be conducted in a hybrid format, offering both in-person and online participation options.

The Forum aims to facilitate the exchange of experiences and research findings on the theory and practice of sustainable tourism and hospitality development in the context of contemporary challenges. The event will also focus on analyzing the issues related to the sustainable development of tourism destinations and exploring effective solutions for the rational, careful, and safe use of natural resources. The Forum will feature scientific discussions within the designated sections.

Related Research Projects:

- BR21882122 "Sustainable Development of Natural-Industrial and Socio-Economic Systems of the West Kazakhstan Region in the Context of Green Growth: A Comprehensive Analysis, Concept, Forecast Estimates and Scenarios";
- 0358-18-GK "Modernization of Digital Tourism Content: Mobile Applications, Panoramic 3D Tours, Interactive Maps and QR Codes."

Organizing committee contacts:

- **Ruslan M. BAIBURIYEV:** Ruslan.Baiburiev@kaznu.edu.kz
- **Gulbaram A. KULAKHMETOVA:** gulbaram.kulakhmetova@kaznu.edu.kz

Registration can be done on the forum website. You can also get additional information there:
<https://tourismforum.ecokazwest.kz/>

Announced by **Gulbaram Kulakhmetova**,
Associate Professor, Secretary of Scientific Council,
Faculty of Geography and Environmental Sciences
Al Farabi Kazakh National University, Almaty, Kazakhstan



FUTURE ITSA CONFERENCES

Announcements and introductions to several upcoming conferences were made in Riga

ITSA Regional Conference for Asia, 2025 **Bridging the gaps in tourism knowledge and practice: Sustainable development regenerative tourism, digital ecosystem and green ecosystem**

February 7-9, 2025
Amity University, Noida (Delhi)

Purpose

The Regional ITSA Conference 2025 aims to bring together scholars, researchers, industry professionals, and students to explore the latest innovations and future trends in tourism and hospitality. This conference provides a unique platform to present research, share ideas, and collaborate on projects that will shape the future of the industry.

We invite submissions that offer fresh insights, challenge conventional wisdom, and contribute to the ongoing dialogue around the evolving dynamics of tourism and hospitality. Whether your work is theoretical, empirical, or practical, we are keen to receive papers that can inspire new thinking and drive the industry forward.

Topics of Interest

- Technological advancements in Tourism, Hospitality and Aviation
- Food Habits and Customer satisfaction
- Hospitality Management & Marketing
- Success Case studies on Tourism, Hospitality & Aviation
- Contemporary and emerging Issues in Tourism & Hospitality Research
- Global Issues in Tourism & Hospitality education
- E-commerce & Startups in Tourism & hospitality
- Destination development & Marketing
- Cooperation on Tourism within Global Regional Blocks
- Crisis Management in Tourism Industry
- Tourism Consumer Behavior: Changing Dynamics
- Regional Tourism Planning: Sustainable Approach
- Tourism Economics: Metrics and Measurement
- Tourism Impact Assessment: Tools and Challenges
- Multi-Disciplinary Issues Related to Tourism & Tourism Education
- Rural Tourism & Pro-poor tourism
- Stakeholders' Involvement in Tourism Development
- Smart Tourism and Innovations: Key to success and sustainability
- Human Resource Management Practices in Tourism

Submission Guidelines

- Abstract Submission Deadline: [9th September 2024]
- Full Paper Submission Deadline: [11th November 2024]
- Notification of Acceptance: [30th November 2024]
- Conference Dates: [7th-9th February 2025]
- Easy Chair link: <https://easychair.org/conferences/?conf=aithc2025>
- email: itsaamity2025@amity.edu



REGISTER YOUR INTEREST

FUTURE ITSA CONFERENCES

Announcements and introductions to several upcoming conferences were made in Riga

DSOTT'2025

Congress on Diversity and Sustainability: Opportunities and threats in tourism

5-6 June 2025,
University of Coimbra, Portugal

Announced by **Claudia Seabra**



Himalayan Tourism and Management Conference

11-13 December 2025,
Indian Institute of Management Sirmaur, India

Announced by **Professor Prafulla Y. Agnihotri**



11th ITSA Biennial Conference

Rejuvenating Cultural Heritage in an Artificial Intelligence Age

August 2026 (date TBC),
Quanzhou, China

Announced by **Prof. Tiger Bihu Wu**



Make Quanzhou your port of call in 2026 for the

11th ITSA Biennial Conference, Quanzhou, Fujian Province, PR China, August 20
Theme: Rejuvenating Cultural Heritage in an Artificial Intelligence Age

ITSA-IJTC REPRESENTATIVES IN SEVERAL COUNTRIES

Several MOUs have been signed with partners in different countries, including the following:



Egypt

Pharos University of Alexandria



India

Indian Institute of Management Sirmaur



Indonesia

Stuppa Indonesia, Yogyakarta



Kazakhstan

Al-Farabi Kazakh National University, Almaty



SOCIAL MEDIA

ITSA is active on social media sites in English and Chinese.

Connect on **FACEBOOK** <https://www.facebook.com/ITSAHQ>

Connect on **TWITTER** @ITSA_HQ

Connect on **SINA WEIBO** <http://weibo.com/besitsa>

Connect on **LINKEDIN** <https://www.linkedin.com/grp/home?gid=3783610>

Connect on **WECHAT** through the barcode on the right



DESIGN

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