

CO-CREATING THE FUTURE OF TOURISM

Call for submissions on

CO-CREATING NEW LIVING EXPERIENCES: THE CASE OF CULTURAL/HERITAGE TOURISM

Thematic session at the INVTUR 2017 Conference

Organised by:

Paula Remoaldo (University of Minho, Lab2PT)

In order to complement the regular program with emerging topics in tourism research, the INVTUR 2017 conference on “Co-creating the Future of Tourism” will include a thematic session on “Co-creating new living experiences: The case of cultural/heritage tourism”. INVTUR 2017 aims to stimulate discussion on and introducing new approaches to explore emerging paradigms of value and knowledge co-creation in the marketplace that will lay the foundations for a new tourism ecosystem. This session addresses the conference aims by appealing to and putting together researchers dealing with the co-creation of new living experiences of tourists of cultural/heritage tourism destinations and how other stakeholders (e.g., residents, local and regional agents, public and private enterprises) can contribute to those new living experiences. Different cases studies and the use of diverse analytical approaches are expected, ranging from traditional to innovative ones. From the empirical results attained, policy recommendations can be drawn in order to contribute to the development of these destinations in the near future.

The thematic session seeks submissions, in English, that attempt to address the following key issues, including (but not limited to) the following themes:

- Motivations behind the choice of a cultural/heritage destination;
- The memorable and authentic experiences provided by cultural/heritage destinations;
- Tourism experience as an holistic approach (sense of vision and other senses);
- How to better provide holistic destination experiences economical competitive while reducing CO₂ emissions and other environmental and social impacts;
- Perceptions of other stakeholders (e.g., residents, local and regional actors) of experiences of cultural/heritage tourists and their contribution to create new experiences;
- Satisfaction and loyalty to the destinations.

Extended abstracts (up to 6,000 characters), full papers or posters should be submitted electronically by October 31st, 2016, to Paula Remoaldo (paularemoaldo@gmail.com). Papers presented at the session will be considered for publication in a special issue of the Journal of Tourism and Development published by the University of Aveiro. For further information regarding submission guidelines, conference fees and program, accommodation, how to get to the conference venue, and registration forms, please visit the INVTUR 2017 conference website: <http://www.ua.pt/invtur/>.