

CO-CREATING THE FUTURE OF TOURISM

Call for submissions on

VISITOR MANAGEMENT

Thematic session at the INVTUR 2017 Conference

Organised by:

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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 “visitor management”. INVTUR 2017 aims to stimulate discussion and to introduce 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 analyzing and discussing visitor management approaches that may contribute to co-create the future of tourism. Visitor management is considered a process that contributes, simultaneously, to the conservation of tourism resources, to the provision of meaningful and satisfying experiences to visitors, as well as to ensure the sustainable development of the local communities. There is a wide range of scopes and strategies of visitor management. While hard strategies, limiting and regulating access and visitors’ behaviors, have been used for a long time, there are now many challenges and opportunities to co-create visitor experiences adopting soft strategies. As for the latter, they encompass a plethora of techniques concerning interpretation/education, visitor flow management and marketing. In this sense, it would be of utmost importance to develop further research to analyze how visitor management practices have evolved, to study their potential for co-creating visitor experiences and to assess their impacts on visitors and on attractions and destinations visited.

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

- Visitor impacts assessment and the potential relevance of visitor management;
- Evaluation of visitor management effects on visitors, attractions and destinations;
- Visitor management challenges for specific kinds of sites or attractions (e.g. protected areas, religious sites);
- Interpretation (e.g. guided tours, multisensory approaches, interpretation panels, recreations) and co-creation of experiences;
- The use of new technologies in the scope of visitor management;
- Visitor management as a tool to improve the experience of visitors with special needs;
- Potential economic benefits derived from visitor management good practices;
- Relevant case studies;
- New trends in visitor management.

Extended abstracts (up to 6,000 characters), full papers or posters should be submitted electronically by October 31st, 2016 to Maria João Carneiro (mjcarneiro@ua.pt) and Ana Caldeira (anacaldeira@ua.pt). 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/>.