

**Proceedings of the
8th International Conference on
Tourism Research**

ICTR 2025

24-25 April 2025

Hosted By

**The JAMK University of Applied Science,
Jyväskylä, Finland**

Edited by

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About the 8th International Conference on Tourism Research

The International Conference on Tourism Research (ICTR) is an established academic conference that has been held annually for eight years, providing a significant platform for scholars, researchers, and professionals to share and discuss the latest developments, challenges, and innovations in the field of tourism. The conference is characterized by its broad interdisciplinary scope, aiming to advance the understanding of tourism as a dynamic and multifaceted phenomenon with economic, social, cultural, and environmental dimensions. The conference serves as a vital forum for advancing the understanding of tourism and its multifaceted impacts. Through its comprehensive coverage of topics and its commitment to fostering academic and professional dialogue, the conference contributes to the ongoing development of tourism research and practice, with an emphasis on sustainable and responsible tourism.

Aims and Scope

The primary aim of the ICTR is to foster academic and professional dialogue on the diverse aspects of tourism, promoting research that contributes to the sustainable development of the tourism industry worldwide. The conference seeks to bridge the gap between theory and practice by encouraging contributions that offer both theoretical insights and practical implications. It also aims to provide a collaborative environment where participants can engage in knowledge exchange, network with peers, and explore emerging trends and issues in tourism.

The scope of the conference is broad and inclusive, covering various areas of tourism research. It welcomes contributions from multiple disciplines, including hospitality, economics, management, sociology, geography, cultural studies, environmental science, and technology, reflecting the complex and interdisciplinary nature of tourism studies. The Proceedings of the 7th International Conference on Tourism Research 2024 includes academic research papers, PhD research papers, Masters Research papers and work-in-progress papers, which have been presented and discussed at the conference. The proceedings are of an academic level appropriate to a professional research audience, including graduates, postgraduates, doctoral and post-doctoral researchers. All papers have been double-blind peer reviewed by members of the Review Committee.

Topics Covered

The call for papers for the ICTR conference asked for contributions that considered the following topics. In addition the committee welcomed papers on a number of specialist mini-tracks which can be seen at the end of this list.

1. Tourism Management and Marketing:

- strategies and practices involved in managing and marketing tourism destinations and businesses
- destination branding
- digital marketing
- customer experience management
- the role of social media in shaping tourist behaviour.

2. Sustainable Tourism:

- sustainable tourism practices
- mitigating the environmental impact of tourism
- ecotourism
- responsible tourism

- the management of natural and cultural resources
- the balance between tourism development and environmental conservation.

3. Tourism Economics:

- the economic impacts of tourism at local, regional, and national levels
- tourism demand modelling
- the economic contribution of tourism to GDP
- the role of tourism in economic development
- the challenges of tourism taxation and pricing.

4. Cultural and Heritage Tourism:

- culture and heritage in tourism
- leveraging historical and cultural assets for tourism development
- the preservation of cultural heritage sites
- the commodification of culture
- the impact of tourism on local communities and traditions.

5. Tourism and Technology:

- the integration of technological innovations in the tourism industry
- the role of artificial intelligence, big data analytics, virtual and augmented reality in tourism experiences
- the impact of the sharing economy on traditional tourism models.

6. Tourism Policy and Governance:

- the role of government and international organisations in shaping tourism policy and regulation
- tourism planning
- public-private partnerships
- tourism governance structures
- the impact of global tourism policies on local practices.

7. Tourism and Globalization:

- the effects of globalization on tourism
- the homogenization of tourism experiences
- the challenges and opportunities presented by international tourism
- the role of tourism in promoting global understanding and cultural exchange.

8. Tourism and Society:

- the social and cultural implications of tourism development
- the role of tourism in shaping social identities
- the ways in which tourism influences local communities including overtourism and tourist induced gentrification
- the ethical dimensions of tourism

9. Tourism Education and Training:

- curriculum development
- the role of vocational training in tourism
- the challenges of meeting industry needs through educational programs

10. Crisis Management in Tourism:

- the vulnerability of the tourism industry to natural disasters, political instability, and pandemics
- strategies for crisis management and recovery
- risk assessment and resilience building
- the long-term impacts of crises on tourism destinations

Experts in the field proposed mini tracks on the following topics. Papers accepted on these topics after the double-blind peer review process were presented as mini tracks at the conference and are also published in these proceedings.

- Sport and Event Tourism
- Sustainable Tourism and the Circular Economy
- Entrepreneurship and Tourism

Full details about the conference can be seen from the conference website:

<https://www.academic-conferences.org/conferences/ictt/>

ICTR Editorial

These proceedings represent the work of contributors to the 8th International Conference on Tourism Research (ICTR 2025), hosted by the JAMK University of Applied Science, Jyväskylä, Finland on 24-25 April 2025. The Conference Chair was Dr Minna Tunkkari-Eskelinen from the JAMK University of Applied Science, Jyväskylä, Finland.

ICTR is a well-established event on the academic research calendar and now in its 8th year the key aim remains the opportunity for participants from diverse backgrounds to share ideas on a wide range of topics pertaining to tourism research and meet the people who hold them. The scope of papers ensured an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research. Today, more than ever, there is a need for research and scientific guidance as the tourism sector struggles to cope with the consequences of the Covid-19 pandemic, global inflation, socio-political turbulences, climate change and disaster risk.

The conference was opened with a keynote presentation by *Prof. Stefan Baumeister* University of Jyväskylä, School of Business and Economics on the topic of *The Role of Transportation in Sustainable Tourism*. The second day of the conference opened with an address by *Dr Mari Partanen*, Jamk University of Applied Sciences about *Social Innovations for Inclusive Development in Tourism*.

With an initial submission of 114 abstracts, after the double blind, peer review process there are 40 Academic research papers, 5 Case Studies, 3 PhD research papers, 1 Masters Research papers and 4 work-in-progress papers published in these Conference Proceedings. These papers represent research from Austria, Bangladesh Bulgaria, Canada, Chile, China, Croatia, Czech Republic, Finland, Hong Kong, Iran, Ireland, Italy, Japan, Latvia, Mexico, Morocco, Mozambique, Peru, Philippines, Portugal, South Africa, South Korea, Spain, Switzerland, Thailand, The Netherlands, Türkiye, UAE, United Kingdom, United States and Vietnam.

We would like to thank everyone who participated in this conference

Dr Minna Tunkkari-Eskelinen
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April 2025

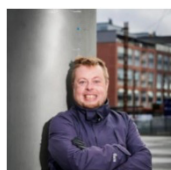
Biographies of Chairs and Keynote Speakers

Conference and Programme Chairs



Dr. Minna Tunkkari-Eskelinen works as a principal lecturer in Tourism Management Program at the Jamk University of Applied Sciences. She has spent most of her academic career in the field of entrepreneurship and sustainable tourism development integrating research into practical dialogue with the industry representatives. Lately, her emphasis at work is responsible tourism topics including regenerative, transformative and volunteering tourism.

Keynote Speakers



Prof. Stefan Baumeister is Professor at the University of Jyväskylä, School of Business and Economics acting as a teacher and instructor in the Corporate Environmental Management Master's Degree Program. From 2022, the Program Director of the Corporate Environmental Management Master's Degree Program. He is also the School of Business and Economic's Education Development Committee. In February 2022 Stefan was awarded the Title of Docent in Aviation from the Faculty of Built Environment at Tampere University. Stefan's research has appeared in leading journals and widely in the media and many regional Finnish newspapers. Stefan also acts as an advisor to the Government of Finland in questions related to transportation policies.



Dr. Mari Partanen is a tourism geographer and a cultural anthropologist specialising in changing localities and multi-scalar tourism impacts. Dr Partanen's research has focused on social innovations, inclusive development in tourism, community resilience-building and sustainability questions, extending to human-environment relationships, virtual tourism and regenerative leadership. Her work brings out the nuances of locality and inclusive development, often by gathering in-depth, design-oriented ethnographic knowledge about the field. She works as a researcher in Jamk University of Applied Sciences and is a member of Eudres Research Centre of Excellence for Sustainable Business Models and a board member of The Finnish Society for Tourism Research

Mini Track Chairs



Dr. Tan Lay Hong currently holds the position of Senior Lecturer at the Faculty of Technology Management and Technopreneurship at Universiti Teknikal Malaysia Melaka (UTeM), Malaysia. Her fields of expertise include Service Marketing, Service Quality, Quality Management, Technology Management and Sustainable Management. In addition to her academic pursuits, Dr. Tan has accumulated several years of lecturing experience at various colleges and prestigious universities. Additionally, Dr. Tan has gained extensive industrial experience, particularly in the food manufacturing sector. Furthermore, Dr. Tan's involvement in government projects highlights her ability to engage in public-sector initiatives.



Dr Christopher Moon is a multiple award-winning eco and social entrepreneur and Senior Lecturer in eco-entrepreneurship at Middlesex University. He has a PhD from Imperial College and is a fellow of the RSA, HEA and EEUK. He was formerly Head of Sustainability at two companies and teaches sustainable tourism, sustainable business and entrepreneurship and sustainability. He has over 100 publications including in the International Journal of Hospitality Management 2018. Chris has taken tourism students to Mallorca on study tour regularly where Middlesex has an Erasmus agreement with UIB, Palma. He has presented at UIB international week and was interviewed by Spanish TV on sustainable tourism. He is Visiting Professor at NUP, Cyprus.



Prof. Rossana Santos is full time professor in College of Technologies and Management of University of Madeira. She holds a PhD in Tourism, a master's degree in Tourism Management and Development and a BA in Tourism. She is integrated member of the centre for Tourism Research, Development and Innovation - CITUR (Pole Madeira). She is also member of the Commission for Inclusion and Equality of University of Madeira. She has been professor and director of higher education courses in tourism and hotel management

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