



Conference Version

MAY 14-17
2024



TRANSFORMATIONAL TOURISM IN DISRUPTIVE TIMES

ORGANIZED BY:
**INTERNATIONAL
ACADEMY FOR THE
STUDY OF TOURISM**



UCF

**Rosen College of
Hospitality Management**

UNIVERSITY OF CENTRAL FLORIDA



International Academy
for the Study of Tourism

Transformational Tourism in Disruptive Times

International Academy for the Study of Tourism

WELCOME TO THE ACADEMY CONFERENCE 2024

The overall theme for the 2024 Academy Conference is “Transformational Tourism in Disruptive Times”. The world has experienced many disruptive innovations, environmental changes, and disasters because of the pandemic, global climate change, and economic and political instability. These disruptions have resulted in huge changes within society including tourism with these ‘forces of change’ continuing to dominate society. The Academy along with its partners within the tourism community must consider this future.

Orlando is an ideal location to explore modern mass-tourism growth, current and future disruptive challenges to be faced, and those transformational opportunities that lie ahead as it navigates the roller-coaster ride of global tourism change. With its origins dating back to the late 1830s and the height of the Seminole Wars, Orlando was incorporated in 1875 with it growing steadily over the next century from being the hub of Florida’s citrus industry to a high-tech center for the nearby Cape Canaveral NASA aerospace complex in the 1950s to what it is today, a global mega-destination attracting more than 75 million visitors in pre-pandemic 2019. The catalyst for its tourism growth was the opening of Walt Disney World in 1971, closely followed by International Drive in 1972, SeaWorld in 1973, the Orange County Convention Center in 1983, and Universal Orlando more recently in 1990.

In this context, the 2024 Academy Conference will take place with our collective purpose being to identify basic 'principles' that might 'guide' tourism research in the future to positively affect its development. With this vision for the Conference, the first day will feature research by Academy Fellows and invited North American scholars focusing on the forces of change and their impact on tourism futures. The second day will introduce Fellows to the increasingly diverse tourist offer Orlando has to offer, before visiting one of its world-leading theme parks to savor the more traditional Orlando experience. The third and fourth days will continue with research by Academy Fellows, Invited Guest Scholars, and Emerging Scholars while discussing how the Academy might play a more impactful role in transforming tourism.

I welcome you to the Academy Conference so that we can benefit from the most renowned scholars and their knowledge and experience in discussing the future of tourism. I sincerely hope that we agree upon some form of ‘guidelines’ that outlines how tourism research can contribute to shaping a positive tourism future and the world at large.

I would like to thank the entire team of UCF Rosen College, especially Academy Fellows Alan Fyall, Youcheng Wang, and Abraham Pizam for their tireless work to make this conference possible despite numerous difficulties and uncertainties that occurred during the planning phase. Without them we would not be here today!

Karl Wöber

President, International Academy for the Study of Tourism

LIST OF ACADEMY CONFERENCE DELEGATES

Emmanuel Adu-Ampong
David Airey
Kathleen Andereck
Salvador Anton Clavé
Albert Assaf
Jigang Bao
Dimitrios Buhalis
Richard Butler
Scott Cohen
Antónia Correia
Robertico Croes
Simon Darcy
Frederic Dimanche
Rachel Dodds
Sara Dolnicar
Larry Dwyer
Daisy Xuefeng Fan
David Fennell
Daniel Fesenmaier
Xavier Font
Leslie Fung
Alan Fyall
Heather Gibson
Anton Gosar
Nelson Graburn
Maria Gravari Barbas
Ulrike Gretzel
Huimin Gu
SooCheong (Shawn) Jang
Marion Joppe
Brian King
Adele Ladkin
Xinran Lehto
Gang Li
Janne Liburd
Scott McCabe

Tanja Mihalic
Nigel Morgan
Marina Novelli
Robin Nunkoo
Irem Onder Neuhofer
Bing Pan
James Petrick
Abraham Pizam
Daniel Scott
Pauline Sheldon
David Simmons
Egon Smeral
Courtney Suess
Dallen Timothy
Muzaffer Uysal
Geoffrey Wall
Wei Wei
Youcheng Wang
Alan Williams
Karl Wöber
Chenguang Wu
Chaozhi Zhang

Rosen College Host Committee

Maksim Godovykh
Karen Tavares
Juliana Tkatch

Accompanying Guests

Fiona Darcy
Kathy Graburn
Tina Segota
Marko Steblaj
Candy Tang
Timothy Wong

Transformational Tourism in Disruptive Times
International Academy for the Study of Tourism

Tuesday, May 14th

Free shuttles leave Rosen Centre Hotel for conference venue at 7:50, 8:10, 8:30 and 8:50

8:00 – 9:00 DDR

Coffee and Participant Registration, Disney Dining Room (DDR)

9:00 – 10:30 DDR

Opening Session: Visioning the Academy for the Future of Travel and the Travel Industry

Karl Wöber

Welcome to the Academy Conference

Winston Schoenfeld,

Welcome to the University of Central Florida

Interim VP Research &

Innovation, UCF

Alan Fyall

Welcome to the Rosen College of Hospitality Management

Keynote: Dallen Timothy (Arizona State University): **Existential tourism, the self, and transformative experience-seeking**

10:30 - 11:00 DDR

Break

11:00 – 12:30 104

Researching the Future: Transformational Tourism in Times of Disruption

Moderator: *Richard Butler*

Marion Joppe (Guelph University): **Transforming tourism: Challenging corporatized tourism and capitalist globalization**

Xinran Lehto (Purdue University): **Wellbeing as the North Star: Reimagining tourism for a transformative era**

Kathleen Andereck (Arizona State University): **Tourism experiences in a time of disruption**

12:30 - 13:30 DDR

Lunch

13:30 – 15:00 104

Researching the Future: Transformational Tourism in Times of Disruption

Moderator: *Muzaffer Uysal*

Bing Pan (Penn State University): **Enhancing disaster preparedness and community resilience in national parks for a transformative era of tourism**

Irem Oder Neuhofer (UMASS): **Blockchain revolution: Transforming tourism in an era of disruption**

Robertico Croes (University of Central Florida): **Implications of travel-health integration research: Ideation, framing, validation**

15:00 – 15:30 DDR

Break

15:30 – 16:45 104

Panel Discussion: Setting an Agenda for Transformational Tourism

Moderator: Pauline Sheldon

Panelists: Maria Gravari-Barbas, Larry Dwyer, Ulrike Gretzel, Scott McCabe, David Simmons

16:45 – 17:00 DDR

Break

Free shuttles leave conference venue for Rosen Centre Hotel at 5 pm

17:00 – 18:15 104

Business Meeting I (Karl Wöber)

Free shuttles leave Rosen Centre Hotel for conference venue at 6 pm

18:30 – 20:30 DDR

New Fellows' Reception – Disney Dining Room, Rosen College

Alan Fyall

BYO cheese and wine - Introductions of new Fellows and Peter Cranis, Executive Director, Space Coast Tourism

Free shuttles leave conference venue for Rosen Centre Hotel from 8 pm

**Transformational Tourism in Disruptive Times
International Academy for the Study of Tourism**

Wednesday, May 15th

All delegates and accompanying persons are invited to attend!!

09: 00 Coach Pick Up, Rosen Centre Hotel, 9840 International Dr, Orlando, FL 32819

10:00 – 16:30 Kennedy Space Center Visitor Complex, Merritt Island

16.30 – 17.30 Return Coach to Orlando

17:30 – 20:30 An Evening at Pointe Orlando, International Drive

20:30 Coach Return to Rosen Centre Hotel

Transformational Tourism in Disruptive Times
International Academy for the Study of Tourism

Thursday, May 16th

Free shuttles leave Rosen Centre Hotel for conference venue at 7:50, 8:10, 8:30 and 8:50

8:00 – 9:00 DDR **Coffee and Participant Registration**

9:00–10:45 104 **Invited Scholars: Understanding Transformational Tourism**

Moderator: Sara Dolnicar

Janne Liburd (University of South Denmark): **Co-designing regenerative tourism**

Antonia Correia (University Lusofona, University of Algarve): **From traditional tourism behaviour to tourism behaviour in unprecedented times**

Jim Petrick (Texas A&M University): **Stress for success: The psychophysiological benefits of travel**

Chaozhi Zhang (Sun Yat-sen University): **Heritage as catalyst for tourism destination transformation: From institutional change to knowledge transfer**

10:45 - 11:15 DDR **Break**

11:15–13:00 104 **Invited Scholars: Understanding Transformational Tourism**

Moderator: Frederic Dimanche

David A. Fennell (Brock University): **Transforming animal-based tourism in a world of disruption**

Rachel Dodds (Toronto Metropolitan University): **True transformation calls for a new way of thinking**

Doris Chenguang Wu (Sun Yat-Sen University): **Tourism forecasting in the AI era: Theoretical foundations and methodological innovations**

Daniel Scott (University of Waterloo): **Tourism in a climate-disrupted world**

13:00 - 14:00 DDR **Lunch**

14:00 – 15:45 104 **Invited Scholars: Understanding Transformational Tourism**

Moderator: Dimitrios Buhalis

Adele Ladkin (Bournemouth University): **Reset or replay? Transforming tourism from a human resource perspective**

Huimin Gu (Beijing International Studies University): **Transformation and innovation in hospitality: From China's perspective**

Simon Darcy (University of Technology Sydney): **Living in 2 worlds: Transforming transport, travel and tourism through the lens of critical disability and tourism studies**

Robin Nunkoo (University of Mauritius): **Transformative tourism research: Rethinking about theory and theoretical contribution**

15:45 – 16:00 DDR **Break**

16:00 – 17:00 104 **Panel Discussion: Overtourism is Back**

Moderator: Egon Smeral

Panelists: Richard Butler, Alan Fyall; Brian King; Marina Novelli

Free shuttles leave conference venue for Rosen Centre Hotel from 5 pm

Transformational Tourism in Disruptive Times

International Academy for the Study of Tourism

Friday, May 17th

Free shuttles leave Rosen Centre Hotel for conference venue at 8:30, 8:50, 9:10 and 9:20

9:00 – 9:30 DDR

Coffee and Participant registration

9:30 – 10:45 104

Emerging Scholars on Transformational Tourism

Moderator: Alan Williams

Wei Wei (University of Central Florida): **Beyond pampering: Unlocking the transformative power of tourism experiences**

Daisy Fan (Bournemouth University Business School): **Social sustainability in tourism transformation**

Emmanuel Akwasi Adu-Ampong (Wageningen University): **The embodied absence of the past: How tourism generates frictions of space to disrupt the cultural memories of slavery and colonial heritage**

Courtney Suess-Raeisinafchi (Texas A&M University): **The role of augmented reality in tourism for health: Evidence from time spent in nature**

10:45–11:00 DDR

Break

11:00–12:30 104

Fellows Research: Understanding Transformational Tourism

Moderator: Xavier Font

Tanja Mihalič: **Transforming tourism paradigm in disruptive times: A comparative analysis of the citespace and AI transformer approaches**

Anton Gosar: **Tourism in disruptive times: Postpandemic recovery of tourism in Slovenia and Croatia 2019 – 2024**

Marina Novelli: **Partnerships for the goal: Accelerating youth entrepreneurship in tourism for sustainable development in Sub-Saharan Africa**

12:30–13:15 DDR

Lunch

13:15 – 14:30 104

Fellows Research: Understanding Transformational Tourism

Moderator: Heather Gibson

Nelson Graburn: **Chinese wines as tourism stimulants: A modest proposal for hinterland China**

Dimitrios Buhalis: **Artificial Intelligence and ChatGPT for hospitality, travel and tourism**

Xavier Font & Eduard Goean: **Using the blockchain to reduce carbon emissions in the visitor economy**

14:30 – 14:45 DDR

Break

14:45 – 16:15 104

Fellows Research: Understanding Transformational Tourism

Moderator: Abe Pizam

Allan Williams: **Tourism, crises, and transformation: Path dependency or path creation?**

Gang Li: **Destination resilience in turbulent times: A dynamic view and a spatial perspective**

Sara Dolnicar: **Transformational approaches to climate change mitigation in tourism: New theories, new measurement technologies, new research designs, new types of research-industry collaborations**

16:15 – 16:30 DDR

Break

Free shuttles leave conference venue for Rosen Centre Hotel at 4:30 pm

Business Meeting II (Muzaffer Uysal)

16:30 – 17:30 104

Free shuttles leave conference venue for Rosen Centre Hotel at 5:30 pm

Free shuttles leave Rosen Centre Hotel for conference venue from 6:40 pm

19:30 – 20:30 LAB

Florida Beer Tasting led by Jay Judy (UCF) and Geoff DeBisschop (Central 28 Brewery)

20:30 – 23:00 DDR

Fellows Dinner (Fellows and Invited Guests), Disney Dining Room

Free shuttles leave conference venue for Rosen Centre Hotel from 10:30pm

TOUR PROGRAM FOR ACCOMPANY PERSONS

Tuesday May 14 (11am pick up from Rosen Centre Hotel) – Leu Gardens and Orange County Regional History Center, Downtown Orlando

Wednesday May 15 (all day) - Orlando Tourism Day with Conference Delegates at Kennedy Space Center

Thursday May 16 (9:30am pick up from Rosen Centre Hotel) - Winter Park Scenic Boat Tour, Morse Museum and Park Avenue

Friday May 17 (10am pick up from Rosen Centre Hotel) – Orlando Museum of Art and the Mennello Museum of American Art, Loch Haven Park, Orlando
Friday May 17 (evening) – Conference Dinner

Please note that the times are estimated and will be specified at the start of the conference

Contact Details / Addresses

Uber Pick Up - Orlando International Airport (MCO):

[Orlando Airport Pickup: Shuttles & Transfer | Uber](#)

Conference Hotel: Rosen Centre Hotel, 9840 International Dr., Orlando, FL 32819 Phone: +1(407) 996 9840

Conference Venue: UCF Rosen College of Hospitality Management, 9907 Universal Boulevard, Orlando FL, 32819

Conference 24/7 Contact Details: Website: <https://tourism2024.com/> Cell: +1 (407) 504 2770

Conference Host: Alan Fyall, Email: alan.fyall@ucf.edu Cell: +1 (407) 921 6131

CONFERENCE SUMMARY

Conference Dates: May 14 – May 17, 2024

Conference Location: UCF Rosen College of Hospitality Management, 9907 Universal Boulevard, Orlando FL, 32819.

Conference Registration: [2024 Academy Conference Tickets, Orlando | Eventbrite](#)

Nearest Airport: Orlando International Airport (MCO). All major airlines fly to MCO with many direct. If you are extending your trip, you can fly easily from Orlando to the entire United States, Canada, Mexico, the Caribbean, and South America. For the latter, many flights are routed through Miami (American Airlines Hub) or Atlanta (Delta Hub). Although Atlanta is the largest airport in the world, it is extremely easy for connecting flights.

Hotel Accommodation: The conference is being held at Rosen College with the [Rosen Centre](#) serving as our primary conference hotel. It is a very pleasant hotel located on the southern end of International Drive. It is a convention-style hotel but is ideal for family/friends etc. Orlando is exceptionally busy with March-June peak periods for leisure and business travel. The Rosen College and Rosen Centre Hotel are located within the International Drive (I-Drive) area. The creation and history of I-Drive can be viewed at: [International Drive Creation & History - YouTube](#)

[International Drive](#) has a huge choice of hotels at all price points if you prefer to stay elsewhere. If you prefer something at the top end of the market, then the [Four Seasons](#) is a beautiful property. The [Ritz Carlton](#) and Disney's [Wilderness Lodge](#) are also very popular but are more distant from the conference location. [Universal Orlando](#) has built many mid-market hotels of late that are extremely popular and easy to access to the theme parks, with their properties extremely popular with families. Universal's premier hotel (managed by Loews) is [Portofino Bay](#) which is wonderful while [Sapphire Falls](#) also comes highly recommend.

Pre-Conference Function: Although no formal pre-conference function has been planned, a venue will be shared to meet/eat/drink for those who wish to connect the evening before the conference starts.

Welcome to the USA: Brand USA promotes the USA as a premier travel destination and communicates U.S. visa and entry policies. Further information can be found at: <https://www.thebrandusa.com/>

Visa requirement to the USA: [U.S. Visas \(state.gov\)](#)

Orlando and Central Florida – Things To Do: Although known around the world for its industry-leading theme parks and attractions, there is so much more to offer the discerning tourist when visiting [Orlando](#), Florida. So much so that it is estimated that you would need 121 days to see everything the destination has to offer! In an article published recently in the UK's [Daily Telegraph](#), Orlando was described as an “underrated” city with so much more to see and do than simply ... heading to the parks! This theme was also taken up recently by Travel+Leisure in their article on [Winter Park](#), a short journey to the north of Downtown Orlando, often described as the European face of Central Florida with its cobblestone streets and Michelin-recognized restaurants. Perhaps the most surprising, and arguably the most stunning, local attractions are the many [natural springs](#) that feature across Central Florida. If the thought of meeting a gator makes you nervous, a distinct possibility in the springs, then you may prefer to frequent one of the many beaches on Florida's Atlantic Coast, only 50 minutes from Orlando. Then again, you need to be careful, especially if visiting New Smyrna Beach, the [shark bit capital of the world](#)!!

Visit Orlando Insider Resources <https://www.visitorlando.com/visit-orlando-insider/>
Beyond the Theme Parks <https://www.visitorlando.com/things-to-do/attractions/beyond-theme-parks/>