

Centre for Tourism (CFT) Newsletter – 2/2018

CFT new steering group member

CFT has a new steering group member, Dr. Kals Grinell. Klas is a researcher at the Department of Literature, History of Ideas, and Religion at the University of Gothenburg. Klas works half-time as a researcher and half-time as curator of contemporary global issues at the Museum of World Culture in Gothenburg.

Since 2017 CFT involves not only the School of Business, Economic and Law, but also the faculty of Science, the faculty of Arts and the faculty of Fine, Applied and Performing Arts.

<https://cft.handels.gu.se/english/about-cft>

CFT – planning grant –Call for research proposal

CFT mission is to initiate and develop knowledge and professionalization within tourism, through a close collaboration between research and tourism industry.

To promote research related to tourism, CFT provides planning grants to improve researchers' opportunities to develop applications to national funding bodies.

<https://cft.handels.gu.se/forskning/cft--planning-grant>

Tomorrow's Food Travel (TFT) Conference – 8-10 October; University of Gothenburg

TFT conference invites academics, as well as businesses and regions involved in food and beverage tourism. Registration for TFT conference will close on September 1st.

TFT will have parallel academic and business sessions as well as shared workshops and speakers.

Four shared workshops between academic and business audiences will be held on the following topics: **Scary Food; Aquaculture and Tourism (shellfish safaris, – bars – and festivals); Urban Food Production;** and **Protein RE-imagined.**

Shared speakers from the business side:

Edward Boethius, United Minds - Trends within Food Travel, focusing on the topics Holistic health and Food with a purpose

Louise Byg Kongsholm, Trend forecaster, author and magazine editor

Shared speakers from the academic side:

Wineaster Anderson, Alessio Cavicchi and Richard N.S. Robinson: Food tourism for Local Development – World Perspectives.

National conference on Cycling tourism - 10-11 April 2018

Cycling tourism is a growing phenomenon in Sweden. Many initiatives are taken to develop this segment on a regional and national level. Tillväxtverket has recently been given the job, by the government, to look at the present state of cycling tourism and to identify development needs. In light of these processes, Koucky & Partners together with CFT co-organized a two day conference on cycling tourism in Gothenburg last spring. Private and public organizations from several countries in Europe as well as invited researchers from England (Richard Weston, Lancashire University) and Sweden (Tobias Heldt, Dalarna University) participated and gave presentations. Some identified development needs discussed at the conference were connected to cycle infrastructure for tourists, the organization of cycle tourism, regional and national strategies, rural-urban collaboration, research on for example impacts from a sustainability perspective and the cycle tourist experience.

Sandhiya Goolaup's Public Defence of Doctoral Thesis - September 14th – 13.15-15

PhD candidate Sandhiya Goolaup will defend her Doctoral Thesis "On Consumer Experiences and the Extraordinary".

Supervisors: Professor Lena Mossberg and Associate Professor Cecilia Soler

Opponents: Professor Jacob Östberg from Stockholm University

A short summary of the thesis:

In today's society, consumers are increasingly looking for experiences that are hedonic, positively intense, and intrinsically enjoyable, or what is called an extraordinary experience. There is a general lack of research on how mundane experiences that are inherently part of the daily life of consumers are conceived of as extraordinary when consumed within a non-ordinary context. Therefore, using the context of food in tourism and hospitality, this thesis aims to provide insight into what constitutes an extraordinary experience. Presented in five different papers that draws on empirical materials collected among food tourists, consumers visiting an oyster bar and oyster festival, it offers an alternate way of theorizing extraordinary experiences. In particular, it identifies elements such as profaneness, collaborative and/or limited interactions and conflict-easing situations. Since, these elements are a positive co-existence between the ordinary and non-ordinary, the term synstructure is proposed.

News On Projects

University and business learning for new employability paths in food and gastronomy - FOODbiz Training Week and Experiential Learning Workshop

During May 2018 FOODbiz project partners attended the Training week in Opatija (Croatia) hosted by the Faculty of Tourism and Hospitality Management at the University of Rijeka. Training the trainers was a fundamental step for university staff to learn co-creational methods and tools to be used to develop workshops in their regions, engaging students and local businesses. The workshops that will be carried out during the project timeframe are conceived to facilitate cross-sectorial cooperation and multi-stakeholder dialogue, by identifying specific learning needs and providing ad hoc training materials to address them. The University of Gothenburg will organize the first Experiential Workshop on September 4th from 1 to 4 PM. The workshop will address Scary Food theme and will engage students attending the “Marketing in the Service Economy” course as well as businesses, and it will employ Experiential learning methodology.

<https://cft.handels.gu.se/english/news-and-events/calendar/d/?eventId=70136718919>

“Innovation and Sustainability in Tourism” - SIDA project

The University of Gothenburg is carrying out a collaboration project with the University of Dar es Salaam (Tanzania) to build research capacity through training, in order to conduct quality research able to promote innovation and sustainability of tourism resources for inclusive development. The project’s specific objectives include: training of 4 PhD students on innovation and sustainability of tourism resources for inclusive development; develop curricula for Master and PhD programmes on Tourism; enhancing collaboration both between universities and between university and businesses; establishing a centre for tourism research at the University of Dar es Salaam; strengthening the university’s publication record.

SIDA project – Experiences from participants

Several PhD students from the University of Dar es Salaam have been visiting the Centre For Tourism (CFT) at the University of Gothenburg to receive training under the aegis of the SIDA project. CFT has interviewed two of them, Dr. John J. Sanga and Ms. Theresia Busagara (PhD candidate) to collect information on their experience at the CFT and in Sweden.

Dr. John Sanga

John received his PhD under SIDA project.

Challenges and opportunities to do a PhD within SIDA project

“SIDA saved my career: before this project, I couldn’t do my PhD due to a lack of funds. Thanks to SIDA I could get my PhD and my life now is different. The main challenge when I came to Sweden was to being away from home: I am used to it now, but in the first year it was quite hard to leave my family and kids.”

Experience in Sweden and with CFT

“When I first arrived at the CFT, many things were new to me: the way PhD students are treated here is quite different from home. For example it was strange for me to call professors by their first name, but also the friendly way in which we discuss about our research. They listen to you, they ask questions, they give you their comments, while at home, your supervisors ask you to make presentations and they start questioning you. I experienced a very friendly atmosphere here in Sweden and I met my supervisors also outside the academic environment, either to eat together or visit some nice places and events around Gothenburg.

This has also changed the way I now relate to my own students at home, I now try to help them rather than tell them what to do.”

Learning with this experience

“In terms of academic work I learned that your academic position (Dr.; professor; etc.) does not mean that you necessarily know everything. We are all colleagues and it is possible to learn also from your students.

I also appreciate that Swedish people are proud of their country and culture, for example when you go to supermarket everything is in Swedish, while at home we try to make everything in English even though our language is Swahili. Loving your own country and your culture is something I learned from Swedish people.”

Ms. Theresia Busagara

Theresia started her PhD in 2016 under SIDA.

Challenges and opportunities to do a PhD within SIDA project

“With SIDA so far so good, I haven’t met any particular challenge. Actually, just to be a student in this particular project has opened up many opportunities for me. By working in this project, I am now thinking on how to build my career in tourism rather than finance (Theresia’s bachelor’s background), and I am really proud to work with people here and at home that can help you keep you focused and listen to you.”

Experience in Sweden and with CFT

“I have a good experience and in the near future I look forward to working with people coming from Sweden: we share common interests and for me keeping working with researchers at the University of Gothenburg (UGOT) is the main thing I am looking for. Here at UGOT you can find people to work with, they are very interactive, and the university is very internationalized so you can meet people from all over the world and from different backgrounds. This gives you more experience and also more exposure: I am learning human resource, financial, and academic skills, and this makes the whole package complete in terms of opportunities.

When I am here the schedule with supervisors is very tight, and this motivates me to do a lot while I am here. But again you also have nice people to interact with and build social relations.”

Learning with this experience

“First, I am learning a lot from a research perspective: I have now a wider tourism perspective that also allows me to have better opportunities for publications, and next year I hope to attend a conference here in Europe.

With this project my thinking on publications has changed as well: I get exposed to very current issues, the library here is very good, and you have everything you need to conduct a good research.”

New Research Results

Researchers at CFT publish frequently in academic journals, books and reports. Please click here <https://cft.handels.gu.se/english/publications> for a complete list of recent publications at our homepage.

This section of the newsletter proposes some of CFT's members published scientific findings in brief. The aim is to highlight recent interesting research findings in a condensed and accessible way, to enlarge the type of audiences that might benefit from new scientific advancements in tourism discipline(s) beyond the academic one.

Innovation in Swedish hotels

The purpose of the study was to assess innovations in the hotel sector in Sweden and to investigate how structural and organizational factors influence hotel's likelihood of producing service/product, process, organizational and marketing innovations. The study is based on responses from 174 hotels. The article provides insights about the nature and extent of innovations in the hotel sector. Although traditionally considered rigid and non-innovative, around half of the responding hotels produced at least one type of innovation per year. Most common are service/product and marketing innovations. A hotel's likelihood of innovating depends largely on structural independence (non-chain), having an explicit innovation strategy and investing in non-traditional R&D. For Managers in the hospitality industry the results are encouraging because it shows that they can influence the production of innovations in the hotel sector. By promoting flexibility, defining and communicating an innovation strategy, and engaging in non-traditional R&D activities, practitioners can better respond to the changing business environment.

Wajda Wikhamn, John Armbrecht, Björn Remneland Wikhamn, (2018) "Innovation in Swedish hotels", *International Journal of Contemporary Hospitality Management*, Vol. 30 Issue: 6, pp.2481-2498, <https://doi.org/10.1108/IJCHM-06-2017-0323>