



The Regional Studies Association  
Research Network on  
Tourism and Regional Development



**NEW DEADLINES (SUBMISSION DATE HAS BEEN EXTENDED)**

## Knowledge Dynamics in the Diversification of Mass Tourism: Challenges for European and Mediterranean Destinations

Antalya, Turkey, 25 - 27 January 2012

Organised by Murat Ali DULUPCU, SDU and by Akin AKSU, AU  
SDU (Suleyman Demirel University) in cooperation with AU (Akdeniz University)

### Call for Papers

Tourism represents a noteworthy share in the economies of developed and developing countries. Tourism, being the fastest growing and developing sector in the global world, contributes to the development of other sectors. Thanks this process, regional development accelerates and inter regional differences diminish. For this reason many countries recognize tourism as the main instrument for regional development.

In this global age, due to increasing inter regional differences, tourism industry is regarded as a key sector to solve the regional development problems. A strategically planned and an efficient tourism policy assists regional development especially in countries lacking agricultural and industrial resources but enjoying great tourism potential. For these reasons, tourism policies contributing to the diversification of tourism play a crucial role in the sustainable economic development.

So what should be done to diversify coastal mass tourism and what is the role of the knowledge dynamics in this process? Moreover what should be the role of knowledge in the diversification of mass tourism?

The aim of the RSA research network is to examine tourism diversity from the perspective of regional development in order to identify current challenges and opportunities in a systematic manner. This would provide the basis for a better informed integration of tourism in regional development strategies, moving beyond political short-termism and buzzword fascination. The Antalya meeting is the second meeting of three planned gatherings (including the first in Östersund, Sweden, Spring 2011 and third in Leeds, UK, Autumn 2012). The Tourism and Regional Development research network is now a recognized meeting point for people with an interest in issues relating to tourism from a regional development perspective.





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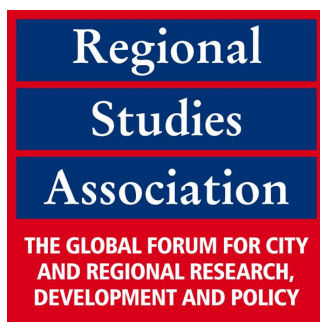


The workshop will take place in Antalya, one of the major summer holiday resorts of Turkey and one of the fastest growing mass tourism destination where regional stakeholders are now aiming to transcend this mass tourism dilemma. The city attracts many people thanks to its magnificent nature and historical prosperity. Antalya is popular not only with its beaches but also with its historical heritage, sport activities and natural places.

Against this background, the Antalya workshop welcomes papers on topics including:

- innovation and destination development processes
- visitor involvement in destination development
- destination governance (i.e. public-private partnerships, policy networks, DMOs, clusters and innovation systems)
- research and tourism innovation processes
- popular culture travel and event tourism
- nature-based destinations, innovation and sustainability
- new technology and destination branding
- the tourism labour force and innovation (e.g. recruitment, human resource management, problems of seasonal tourism labourers, etc.)
- the position of tourism in overall strategies and plans for regional development
- transcending mass tourism
- place and destination branding, including the role of the visual arts (film making, photography, drawing, sculpture etc.) in the advertisement of tourist destinations
- innovation in tourism
- Sports tourism
- combining mass tourism and alternatives
- coastal tourism driving regional development of Mediterranean Region in Turkey
- new tendencies in tourism and their influences on regional development
- the role of tourism public policy in regional development
- sustainability of competitive advantage of Turkish coastal tourism
- tourism education and interdisciplinary studies in higher education institutions
- the potential of health tourism in Turkey in terms of quality and accreditation
- the future of Turkish tourism within the framework of Turkish Tourism Strategy 2023
- the tourism potential in Anatolia and its influence on regional development
- the potential of Lakes Region in the creation of touristic destination
- the role of tourism in the mitigation of regional development differences
- the economic crisis and their influences on tourism
- Sustainable Tourism & Regional Development

However, the meeting will also welcome papers on other aspect of tourism and regional development.



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Abstracts should be submitted to  
muratdulupcu@sdu.edu.tr

Deadline for submission is ~~15 November 2011~~ - 23 December 2011  
(For registration after the payment please fill the registration form and email to: muratdulupcu@sdu.edu.tr)

The event is open to students, researchers and practitioners, with an interest in tourism and regional development. It is organised by Suleyman Demirel University (SDU) in cooperation with Akdeniz University.

The event will take place at Akdeniz University School of Tourism and Hotel Management (Meeting Room and Nuri Özalpın Conference Saloon), beginning with the opening plenary late afternoon Wednesday 25 January, and end at noon Friday 27 January. The event will consist of keynote presentations, workshops and other interactive ways of working.

The registration fee is 70 euros, which includes coffee breaks, lunches, a social event including a small city tour and dinner on Thursday evening 26 January and morning transfers from Porto Bello Hotel to the venue, students can attend the workshop for free. The RSA has kindly provided limited bursaries to support travel of RSA students and early career Members in order to encourage a wide participation in the working group.

### Bursaries

The RSA has kindly provided bursaries of up to 150 euros to support travel of RSA students and early career Members to encourage a wide participation in the working group. (Participants can join the Association and request a travel bursary at the same time).

Based on the outcomes of the workshops, the research network intends to produce one or more publications, in the form of special issues of peer reviewed journals or edited books.

The research network is financially supported by the Regional Studies Association and organised by:

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### Dates in brief

~~15 November 2011~~ - 23 December 2011 submission of abstracts

~~18 November 2011~~ - 02 January 2012 announcement of accepted abstracts

~~21 November 2011~~—~~10 January 2012~~ - 21 November 2011 – 13 January 2012 Registration

~~13 January 2012~~ - 16 January 2012 programme details

25-27 January 2012 the network meeting