



Regional Studies Association Research Network on Tourism, Regional Development and Public Policy Knowledge Dynamics in the Diversification of Mass Tourism: Challenges for European and Mediterranean Destinations

NEW DEADLINES (SUBMISSION DATE HAS BEEN EXTENDED)

Akdeniz University, School of Tourism and Hotel Management
January 25 – 27, 2012

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

For information about Antalya and how to get there, accommodations, call for papers, programme and to download keynotes and abstracts please see below.

Background

Tourism which plays a crucial role in the economic life of a country is regarded as one of the most efficient instruments for regional development. Therefore it is important to diversify tourism and spread it over twelve months. As tourism sector accelerates the development of other sectors, it has the potential to solve the problems arising from inter regional differences.

The role of public policy in framing tourism within a sustainable development plan is linked to its capacity of diversifying coastal mass tourism and building the necessary infrastructures in order to spread tourism over twelve months.

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.

The event is open to researchers and practitioners at any stage of their career, with an interest in tourism and regional development. It is organised by SDU (Suleyman Demirel University) in cooperation with AU (Akdeniz University). The event will take place in Antalya at School of Tourism and Hotel Management (Meeting Room and Nuri Özalpın Conference Saloon), beginning with the opening plenary late afternoon Wednesday 25 January, and ending at noon Friday 27 January. The event will consist of keynote presentations, workshops and other interactive ways of working.

The research network is financially supported by the Regional Studies Association and organised by
Nese Kumral, Ege University, Izmir, Turkey - nese.kumral@ege.edu.tr
Marek Kozak, University of Warsaw, Poland - m.w.kozak@uw.edu.pl
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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 to this chain reaction, regional development accelerates and inter regional differences diminish. For this reason many countries recognize tourism as the leading sector for regional development.

In this global age, and linked to increasing inter regional differences, tourism industry is regarded as a key sector to positively influence regional development problems. A strategically planned and efficient tourism policy assists regional development especially in the 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?

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 tourists thanks to its magnificent nature and historical prosperity. Antalya is a popular destination not only for its beaches but also for its historical heritage.

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 laborers, 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 touristic destinations
- innovation in tourism
- Sports tourisms
- 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.

Abstracts should be submitted to

muratdulupcu@sdu.edu.tr

Deadline for submission is ~~15 November 2011~~ - 23 December 2011

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

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Antalya and how to get there

From the findings resulting from the archaeological digs carried out in and around Antalya, it has been ascertained that the region was inhabited 50 thousand years ago. However, the name of the province dates back to the King of Bergama Attalos II (159-138 B.C.). It is rumoured that the King had commended his soldiers to find him the 'heaven on earth'. After lasting investigations, his soldiers found the location where Antalya was founded. Therefore, the province was named after the King Attalos. The name of the city was Attaleias that means 'the country of Attalos'. From that time on it has been known successively as Attaleis, Adalia, Adalya and finally Antalya.

'The best 99 hotels in the world in 2008, determined by the customer surveys of Holiday Check -one of the ultimate tour operators effecting sales online- include 39 Turkish hotels (24 of which are in Antalya).'

Venue

Antalya is known to be one of the oldest provinces in Turkey. The city population is 1.978.333 according to the results of 2010 Adress Based Population Registration System. Antalya is located in the west part of Mediterranean Region and surrounded by Taurus Mountains. Mediterranean lays in the south of Antalya which is neighboured by Isparta and Burdur in the north; Mersin, Karaman, Konya in the east and Muğla in the west. The excavations in Karain Cave prove that there has been an uninterrupted civilization in the city from B.C. 220 thousand years up to now. The historical buildings and ruins in Antalya carry Roman, Byzantine, Seljuk and Ottoman signs.

Antalya is one of the most celebrated tourism city in the world. The city is named as "Turkish Riviera" by the courtesy of archeological and natural heritage. Antalya combining sea, sun, history and nature by a magical rhythm has the cleanest and the most attractive coast of Mediterranean. It allows different kinds of activities. For instance, having a sun bath or swimming in the blue flagged beach or skiing in Taurus Mountains is very well possible in the same season. As a city of education, culture and university; the city economy is based on tourism, agriculture and trade. Antalya is interconnected to domestic and foreign markets through motorway, sea way and airway. It has one of the biggest seaport and the second biggest airport in Turkey.

Moreover,

For further information about Antalya please visit www.antalyakulturturizm.gov.tr and www.antalya.org

The conference is organised by Suleyman Demirel University in cooperation with Akdeniz University and takes place in Antalya at School of Tourism and Hotel Management.

Suleyman Demirel University is a state university located in Isparta, north neighbour of Antalya. It was established in 1992 and it has 15 faculties (4 year-programmes), 2 vocational schools (4 year programme), 18 vocational schools (2 year programmes), 5 institutes and 34 research and application centers. In terms of student population, SDU is the 6th biggest university in Turkey with approximately 45.000 students.

Akdeniz University was founded in 1982. The university has now 15 faculties (4 year-programmes), 5 vocational schools (4 year programmes), 13 vocational schools (2 year programmes), 5 institutes and a state conservatory. Akdeniz University has approximately 14.000 students. The campus is located on Kemer-Burdur beltway. It is easy to find a bus or dolmus from the city center to the campus at every time in a day. There are also shuttles for transportation in the campus.

The School where the workshop will take place is situated in Antalya and has been in service since 1986. Due to attractiveness of Antalya, it is in the leading preference ranks of both national and international students. The school has undergraduate, master and doctorate programs. The school is an international member of World Tourism Organization Depository Library membership, Amforht, Atlas, Eurhodip, International CHRIE and Shootthechef (New).

Please click <http://proje.akdeniz.edu.tr/yeniweb/harita/index.html> for the campus map.

Flights to Antalya

Antalya airport is the most suitable airport to arrive in the region for those preferring airway. Numerous international airways organize timetable and charter flights from various airports in Europe to Antalya airport. Turkish Airlines have direct flights or connected flights via Izmir, Ankara and Istanbul. Domestic terminal is next door to the international terminal. For more information please visit www.aytport.com

Flights via Istanbul

Istanbul has two international airports. One of them is Ataturk Airport situated on the European side of Istanbul while the other Sabiha Gokcen Airport is located on the Asian side of the city. Turkish Airlines and other private aircraft companies organize domestic flights to Antalya Airport. For detailed information please visit www.turkishairlines.com

Transport in Antalya

Transportation by airport shuttle HAVAS (for a fee of 9,00 TL, about 4 euros) is the easiest way to get to the campus. HAVAS shuttle gets through Akdeniz University Campus where the school is located.

Accommodation

There are lots of alternatives for accommodation.

We have received a very special offer from Porto Bello Hotel (5 star) for our event. It is 40 euros per night including breakfast. For details please see www.portobello.com.tr. Hotel is located at Konyaaltı Beach (seaside), quite close to venue. We are also planning to organize shuttle service to the venue in the mornings during the event. The hotel requests advanced payment of half price via bank transfer or credit card for booking. Please indicate Prof.Dr. Murat Dulupcu as a reference when booking the hotel room.

For reservation please contact to:

Persons: Meryem Yardım 00 90 242 259 40 41 then dial 6 and Fatih Kıncı 00 90 242 259 40 41 then dial 6

E-mail: Reservation@portobello.com.tr and online@portobello.com.tr

Phone: 00 90 242-259 40 41

Fax: 00 90 242 259 28 21- 259 24 47

Address: Akdeniz Bulvarı 6. Sokak Konyaaltı – Antalya / Türkiye

There are many hotels in city centre. The closest are listed below:

Aspen Hotel	(http://www.aspenhotel.com.tr/eng/index.html)
Sealife Family Resort	(http://www.sealifehotel.com/web_en/index.html)
Hillside Su Hotel	(http://www.hillsidesu.com/#/en/home)

Programme

A detailed programme will be presented on ~~13 January 2012~~ - 16 January 2012. Then, please download programme here (PDF-format).

Conference Fee

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., it is possible to attend the conference without presenting a paper. The RSA has kindly provided limited bursaries to support travel of RSA students and early career Members.

The RSA has kindly provided bursaries of up to a total of 570 euros to support travel of 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). Please email muratdulupcu@sdu.edu.tr if you wish to apply for a bursary

Registration

Registration will open on ~~21 November 2011 and close on 10 January 2012~~ - 21 November 2011 and close on 13 January 2012

Payments to:

IBAN TR080001000132362950695195 (for registration payment should be made) SWIFT CODE (TCZBTR2A)
For registration after the payment please fill the registration form and email to:
muratdulupcu@sdu.edu.tr

Social event

Dinner at a restaurant in Kaleiçi or Konyaaltı beach (depending on weather conditions, on 26 January)

A mini city tour including visits to Hadrian's Gate, Hıdırlık Tower, Yivli Minaret Mosque and historical Antalya houses in Kaleiçi (Old Town).

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

26 January 2012 dinner and social event