ATLAS annual conference 2014

Tourism Methodologies

- New Perspectives, Practices and Procedures

A Doctoral Colloquium (2 ECTS)

Budapest, Hungary

Tuesday October 21st, 2014

Abstract book

Content

Introduction

Tourism Methodologies - New Perspectives, Practices and Procedures

A Doctoral Colloquium (2 ECTS)
Budapest, Tuesday October 21st, 2014
An event organized in conjunction with the ATLAS annual conference

Chairperson:
Dr. Carina Ren, Tourism Research Unit, Aalborg University, Denmark
Seminar Faculty:
Dr. Jane Widtfeldt Meged, Roskilde University
Dr. Kristian Anders Hvass, Copenhagen Business School

In conjunction with its annual conference, ATLAS is pleased to announce the pre-conference seminar for doctoral students in tourism and related field. This year, we offer PhD scholars the chance to be part of a one-day seminar on tourism research methods based on the newly published edited book *Tourism Methodologies - New Perspectives, Practices and Procedures*. Present will be two of the editors to discuss the importance of methodological strength and reflexivity when conducting research and to present some of the qualitative and quantitative methods, which they have succeeded with in their own research in tourism.

After the senior presentations, the participants will be given the chance to present and receive feedback on the methodological part of their PhD research project. Also, time will be allocated for informal talks and the exchange of experiences about the 'everyday life', challenges and expectations as a PhD scholar.

The seminar provides doctoral students in tourism and related fields with an exciting opportunity to discuss their dissertation research with other doctoral students and senior academics in this field. Hence, the seminar offers a unique opportunity to meet colleagues, share experiences and ideas, and network with students and faculty from different countries and university systems. All topics and methodological approaches within the broad field of tourism, hospitality and leisure will be considered.

Program

Tourism Methodologies

- New Perspectives, Practices and Procedures

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Program of the day

09:30-10.00	Tea/Coffee
10:00-10.30	Opening and welcome by Carina Ren. Introductory round.
10:30-11:30	*Tourism methodologies – what about it?* Key Note, Jane Meged, Roskilde University, co-editor of the book *Tourism Methodologies - New Perspectives, Practices and Procedures*
11.30-12.00	Tina Segota, University of Ljubljana
12:00-13:00	Lunch buffet
13-00-13.30	Amira Ben Ali, University of Geneva
13.30-14.00	Gabriela Beregházyová, University of Surrey
14.00-14.30	Ingibjorg Sigurdardottir, Holar University College
14.30-15.00	Concluding remarks

Evening: Social activity in town, to be announced (separate registration)

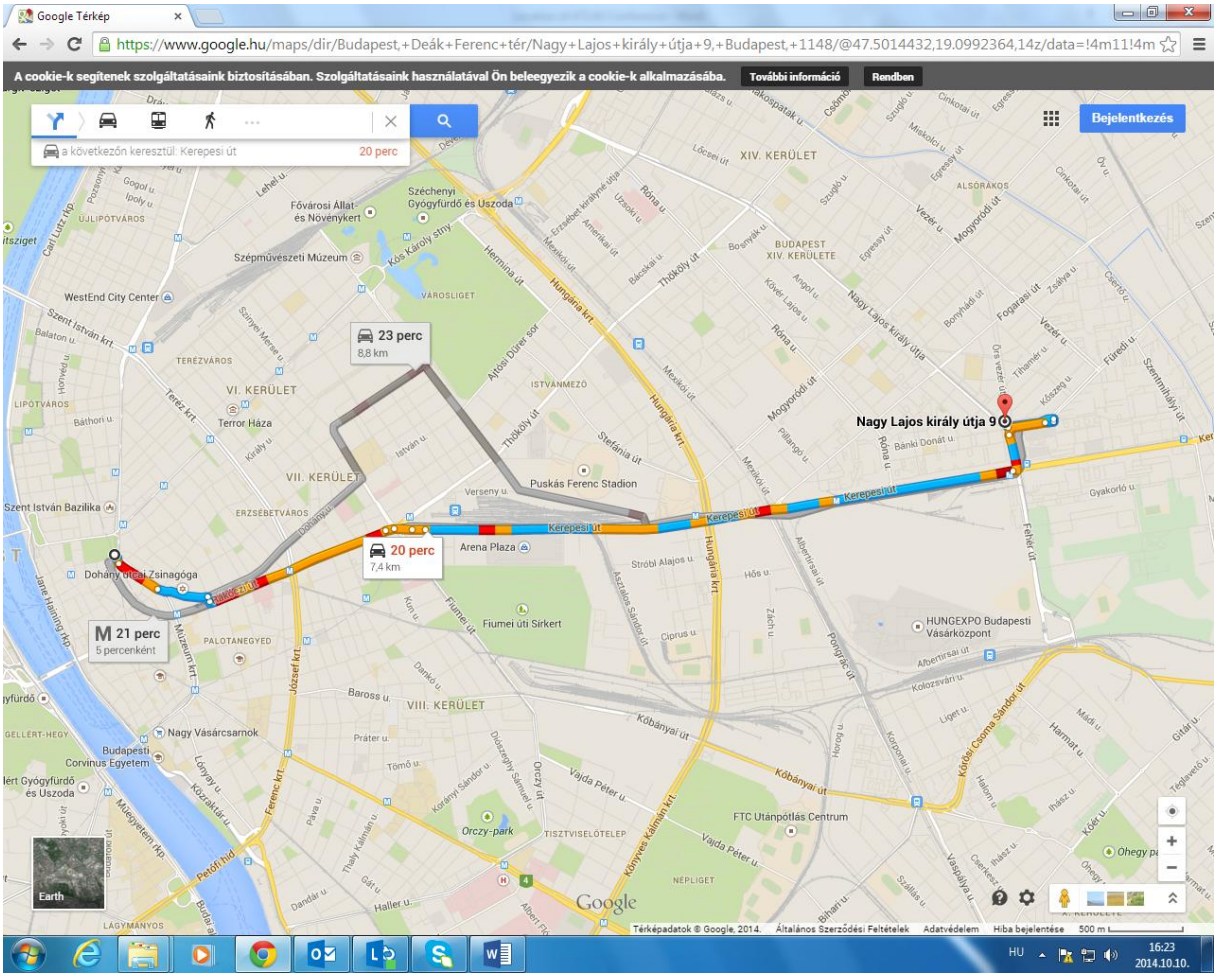
Venue

Please find below the location of the ATLAS Conference 2014 Budapest on the below map. The event is held in the campus of the University of Applied Sciences (BKF), Budapest 21-24 October 2014 (Address: 1148 Budapest Nagy Lajos király útja 1-9).

How to get there?

Take the M2 (Red) metro line towards Örs Vezér tér (final stop) from Deák tér (Deák Square, the central conjunction of the metro lines). Get off at the final stop. Cross the square under the surface and use the exit towards the bus station and IKEA. On the left there is a round shape building approximately 300 meters and that is the place of the venue.

See you there,
Organizers of BKF



The social construction of corruption among Slovak small and medium sized enterprises (smes): Genealogy and governmentality

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This paper presents the theoretical and methodological underpinnings of a doctoral thesis exploring the social construction of corruption among Slovak entrepreneurs and its ramifications for their conduct as entrepreneurs in the sectors of tourism and agriculture Slovak understandings of corruption are nuanced and flow from the historic experience of the Slovaks. They are embedded in complex social, economic and political realities and intersect with the dominant international anti-corruption discourse. Together they shape the understanding of corruption among entrepreneurs and inescapably their conduct as entrepreneurs vis-à-vis corruption.

The paper draws upon Foucault's concepts of genealogy in the study of the meanings of corruption through the analysis of media discourse on the topic. This genealogy is complemented by the concept of governmentality in the inquiry into how entrepreneurs construct their role and conduct themselves with respect to corruption.

Theoretical standpoint

The fundamental issue this paper addresses is the self-construction of entrepreneurs who are guided by dominant technologies of power at the meeting point of the overarching international narrative of corruption and local discourses on the matter. The latter point enters the discussion here, for corruption is essentially viewed as a rupture in this relationship.

To reify what is implied in the above, the realities of corruption and entrepreneurship are understood to be contingent, contextual and socially constructed, rather than 'out there'. As such, this study privileges multiple, subjective truths and supports the view of social phenomena as shared consciousness between people, rejecting the existence of an objective truth (Camus, 1955: 44). Furthermore, discourse is taken to not merely reflect socially constructed reality, but to construct and organize it for us at the same time (Tonkiss, 1998: 246). Such an approach shares the Foucauldian focus on particular socio-historical circumstances in which ideas are produced and diffused, thereby shedding light on how particular concepts become commonsensical, natural and taken for granted (Foucault, 1979). In other words, the present is critically explored by referring it back to the history of the present.

Governmentality as technology of power and technology of self

Governmentality emerges from Foucault's works originally as a tool to control populations by making them self-regulate themselves (2010: 268-269; 2008). Earlier works of Foucault focused on power as a rather restrictive force, as he himself acknowledged (1988). Power forms knowledge and produces discourse which, in a subtle process of legitimation and naturalisation, appears as natural and given (1980). In this way, the power/knowledge nexus determines the way of thinking and acting.

However, in his later work Foucault also elaborated upon the notion of technologies of self and their interaction with technologies of power. The dominant mode of power along the lines of the above shapes the conduct of individuals through knowledge. What these technologies seek is effectively internalization of norms and rules in order for individuals to govern themselves. The latter refers to the notion of technologies of the self which "permit individuals to effect … a certain number of operations on their bodies and souls, thoughts, conduct and the way of being" (1988: 18). In other words, these are the technologies at the disposal of an individual to realise himself/herself.

Nevertheless, it is important to stress that

> "individual practices of [self] are … not something that the individual invents by himself. They are patterns that he finds in his culture and which are proposed, suggested and imposed on him by his culture, his society and his social group" (Foucault, 1987: 22).

Foucault asserts that technologies of the self in combination with technologies of domination determine how an individual constructs herself (1997). This notwithstanding, self-technologies are not to be treated as restrictive power, but rather as means which allow individuals to exercise influence and control over themselves. In Foucault's own words we need to

> "take into account the interaction between … techniques of domination and techniques of the self. [We have] to take into account the points where the technologies of domination of individuals over one another have recourse to processes by which the individual acts upon himself. And conversely, [we have] to take into account the points where techniques of the self are integrated into structures of coercion or domination" (1993: 203).

To sum up, it is argued here that society, as the locus of the dominant mode of power, and the individual, at the level of whom technologies of the self operate, cannot be separated, but rather must be studied together. To put this differently, society must be studied in the individual and in turn the individual must be studied in society. This is what the governmentality approach targets, as it refers to the internalisation of technologies of power in social contexts where power is decentered and individuals play an indispensable and active role in their self-government.

Coupling governmentality with genealogy

In order to appreciate the dominant technologies of power and the taken for granted knowledge which informs individual conduct, one needs to take a close look at knowledge which constitutes a structure within which an individual operates, and how it came to be. To critically explore present knowledge, Foucault suggested looking into the past to show how certain practices moulded core assumptions of knowledge we use in our daily lives. This point is encapsulated in the term 'the history of the present'. As Rabinow and Rose argued, in this approach history is used as a way of diagnosing the present (2003).

The above is at the heart of the genealogical approach, which, when coupled with the concept of governmentality, provides the historicity of the self-conduct of entrepreneurs grounded in contextual realities of Slovakia. As Foucault asserts, the critique of what we are is in part a historical analysis of limits imposed on us (1984: 50).

To return to the point of interest of this work, the meanings of corruption arise from intricate power plays of the past; they do not exist independently and objectively in the present. These need to be explored in order to understand how individual entrepreneurs construct themselves with respect to corruption.

Analytical strategies - not toolkits, nor methods

Foucault's work does not offer any user-friendly manual of discourse analysis. Foucauldian scholars are largely not particularly helpful in this respect either. Indeed, Foucault himself resisted and rejected a development of a coherent theory and methodology as any theory necessarily imposed limitations which he never ceased to challenge. It is thus not surprising that his work has been argued to be rather unstructructured, unsystematic and incoherent (Schmidt and Kristensen, 1985: 5). Therefore, as Andersen suggests what Foucault has to offer is not a theory, but rather a plethora of analytical strategies (2003: 2). As such, genealogy and governmentality employed here are not consistently formulated methods, but strategies.

Genealogy

Genealogy is employed to analyse the formulation of corruption.

Foucauldian genealogy, as Andersen maintains, is concerned with questioning the present discourses and practices by relating them back to the conditions of domination and power structures through which they have been shaped (2003: 20). As such, in doing genealogical research, Kendal and Wickham suggest to look for contingencies, as well as silences, to trace the line of descent of the above problems (1999). Asking questions such as those listed below facilitates a critical investigation of present knowledge.

- What is being represented as a truth/norm (about corruption)?
- What are the events, conditions, discourses and institutions that enabled and supported these reifications of corruption?
- What is omitted? What is foregrounded and what is backgrounded? What alternatives/ other explanations are ignored?

Governmentality

As was the case with genealogy, no coherent framework with which to explore governmentality is offered by Foucault. Anderson suggests a list of broad guidelines to aid with the examination of self-governmentality (2003: 24-26).

- How is the individual directed to cross the boundary between subjecting/subjectivation?

Anderson clarifies the nuanced difference between subjecting and subjectivation. The former refers to the way a subject is formed in discourse and offered a specific position in discourse from which he/she can speak and act. The latter denotes the way a subject becomes self-forming (ibid: 24). Subjecting and subjectivation are inextricably linked, as is the individual and society.

- What are the forms of knowledge that the individual can establish about him/herself?
- Through what activities does one activate the self?
- In what way does the self-technology provide an individual with a particular *telos* for life?

Research design

As observed above, the approach in research here is two-layered.

Firstly, corruption is explored on the national level through the genealogical analysis of media contributions to the topic of two of the greatest corruption affairs in the history of Slovakia, nicknamed the Emissions scandal (2008) and Gorilla scandal (2011). Newspaper and business journal articles and reports in TV news coverage of the two pronounced corruption scandals form the core of this data set. Due to large amount of information, only key media have been selected:

- Three broadcasters – RTVS (state-owned), JOJ and Markiza (commercial).
- The two most widely read daily newspapers covering the right and left-wing political spectrum – SME (centre-right) and Pravda (Centre-left).
- One business oriented daily newspaper – Hospodarske noviny.
- One weekly published business journal – TREND.

In the second step, 40 interviews will be conducted with owners of SMEs in the agriculture and tourism sectors across Slovakia. Agriculture is a traditional sector in Slovakia, the importance of which has been declining over the last 5 decades. The involvement of the state in agriculture remains relatively high which is partly the reason why agriculture has been labelled as slightly more corrupt than other industrial sectors. On the other hand, tourism presents a rather novel sector characteristic, with its obtrusive and fragmented legislation being particularly problematic to micro and small businesses which form the majority of tourism SMEs. As such, the two sectors each face unique challenges and both feel neglected by the state, as a result of which they both feel that they struggle. A problematic relationship with the state in both sectors promises a scope for corruption and a fruitful avenue to explore the interaction between entrepreneurs and the state from two different perspectives.

Challenges and opportunities

The ambiguity of the Foucauldian discourse analysis constitutes a primary challenge. This is despite the above outlined rough sketches of the selected approaches to analysis. Furthermore, governmentality inspired studies in corruption are scarce (see for example Hansen, 2012) and governmentality-lead investigations into individual conduct with respect to corruption are even more scant. Studies into corruption and tourism/agriculture and corruption and SMEs are also rare. As such, in the absence of clear guidelines, it could be argued that this study is an implementation of Foucauldian concepts based on an individual reading of his work, for better and for worse. With respect to this, Andersen noticed that it is rather difficult to maintain a distance from Foucault. This results in a particular understanding of Foucault which is more telling of oneself than of Foucault. Although this presents certain theoretical and methodological challenges, it also opens a scope of opportunities, as well as a considerable room for creativity.

Despite the limitation of the society-level data for genealogical analysis of corruption to only a few core information providers, the vast amount of data available is also problematic given the limited time available for completion of this study. Therefore, the selection of articles/ reports constitutes another challenge.

On the individual level, the exploration of corruption is challenging given the inherent nature of the subject. Corruption is secretive and illicit. It is also a sensitive topic. Therefore, designing a way of encouraging individual entrepreneurs to talk about their experience of corruption and their conduct vis-à-vis corruption is another hurdle to overcome.

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Curriculum Vitae

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The impact of seasonality on residents' and visitors' satisfaction in seaside destinations

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Introduction

Tourism, being one of the fastest growing industries in the world, is heavily impacted by seasonality (Baum & Lundtorp, 2001). According to Butler (1994), the origins of seasonality can be found mostly in nature and institutions, involving both the origin and destination regions; the first being referred to as natural seasonality that is the result of climatic conditions, and second is institutional seasonality, which is the result of human decision mainly influenced by religion, culture, ethnicity, social factors and fashion. Regardless of its origin, "*seasonality has frequently been viewed as a major problem for the tourism industry, and has been held responsible for creating or exacerbating a number of difficulties faced by the industry*" (Butler, 2001, p. 5). The problems and difficulties derive from both demand factors (responses to natural season, institutionalized holidays, vacation tradition, changing tastes of visitors) and supply attributes (climatic conditions, physical, social and cultural attractions, activity opportunities), which influence patterns of visitation. Three basic patterns have been identified by Butler and Mao (1997) - single peek, two-peak and non-peak, that represent the essence of the seasonality problem: "*uneven distribution of use over time (peaking) is one of the most pervasive problems with outdoor recreation and tourism, causing inefficient resource use, loss of profit potential, strain on social and ecological carrying capacities, and administrative scheduling difficulties*" (Manning & Powers, 1984, p. 25).

Apart from already stated problems, seasonality is related to the tourism impacts in economic, natural and socio-cultural environment, in which tourists pursue their quality of visitation and residents aspire to the quality of life. A comprehensive review of research on tourism impacts on host communities has been found in the work of Easterling (2004), and Deery, Jago and Fredline (2012), and, more recently, Nunkoo, Smith and Ramkissoon (2013), and Sharpley (2014). In these studies, the impacts of tourism, being positive or negative, evolved from the conceptual definition of sustainable tourism development (UNWTO, 2004) and its basic objective "…*to achieve a balance between the tourism environment, the needs of local communities and the needs of tourists*" (Sharpley, 2006, p. 109). The satisfaction of tourist is very important for a destination, as is the satisfaction of people, who reside in the destination.

One of the possibilities to approach the research agenda of seasonality impacts on visitors' and residents' satisfaction is by researching whether visitors' and residents' satisfaction with tourism can be explained through the law of diminishing returns. The law of diminishing returns has its origin in the work of Turgot, Malthus and Ricardo, and it was applied to visitors' satisfaction research by Mihalič and Kaspar (1996). The law asserts that "*if one input used in the manufacture of a product is increased while all the other inputs remain fixed, a point will eventually be reached at which the input yields progressively smaller increases in output*" (Mihalič, 2011, p. 65). Consequently, the law of diminishing total visitor satisfaction was introduced with this illustration: the increase of tourism input (i.e. number of visitors) will yield tourism output (visitor satisfaction) up to a point where tourism output will start failing

due to the overcrowding or negative tourism impacts caused by every additional visitor at the destination. Simply put, visitor satisfaction with the destination will increase up to the point where one would feel that there is a problem of crowding, which will eventually result in dissatisfaction with every additional visitor arriving at the destination. The same goes for residents, which can be satisfied with tourism impacts to economic, natural and sociocultural environments, up to the point where they start to feel dissatisfied with tourism impact due to the crowding. Therefore, the law of diminishing total visitor satisfaction is graphically presented with the so called S-curve. Consequently, it can be tested on both residents and visitors, and additionally applied to environmental, economic and socio-cultural sustainability issues of the destination.

Methodology

Departing from the previously identified seasonality research gaps and possibilities of applying the S-curved law of diminishing total visitor satisfaction to various issues, here we will further elaborate our research agenda. The overall purpose of the research would be to analyze how seasonality impacts visitors' and residents' satisfaction with tourism. The seasonality would be expressed through the number of overnight stays in a specific time. Further, we would resemble it by testing whether the law of diminishing returns (later addresses as S-curve) could reflect visitors' and resident's satisfaction (the law of diminishing total visitor satisfaction and the law of diminishing total resident satisfaction, respectively) in seaside destinations.

We will approach the proposed agenda in three steps, which would emphasize our research questions. Firstly, we are interested in identifying the universalities tangling both visitors on the destination and people for whom the destination is a place of permanent residence. The universalities apply to economic, socio-cultural and environmental sustainability issues that are connected to tourism impacts. The latter would be addressed through seasonality, since it is evident from the literature that seasonality, when defined through the spatial concentration of tourism (i.e. number of visitors to the destination, overnight stays, etc.), imposes negative impacts to the environments due to the uneven distribution of use over time. Secondly, we are interested in exploring how satisfied are residents and visitors with seasonality impacts to the destination. Therefore, we will try to apply the S-curved law of diminishing returns to the chosen destinations and test how satisfied are visitors and residents with seasonality impacts to economic, socio-cultural and natural environments. Finally, based on the results from the previous research questions, we are interested in identifying the gaps between the satisfaction of residents and visitors (i.e. differentiation between residents and visitors; in high and low season; between environments).

We will address research question with different methodological approaches, and therefore we proposed to address the each in a separate paper. Thus, we present the methodology for each of the paper in the following section.

Methodology for the scale development paper

The purpose of this paper would be to identify tourism impacts to economic, socio-cultural and natural environments of the destination. We would look for impacts that are universal for both residents and visitors, since they are all in the same destination at a certain point in time (with the difference that visitors solely seek for pleasurable holidays and residents run their everyday errands). From the residents' attitudes theory, impacts are connected to satisfaction with tourism (Sharpley, 2014), and our aim would be to develop a single scale to measure both visitors' and residents' attitudes towards tourism impacts to natural, economic and socio-cultural environments. Moreover, we would address the impacts from the

standpoint of seasonality, defining it as a number of overnight stays at the destination in a certain period of time.

The scale development process would follow these ten steps: content domain specification, item pool generation, content validity evaluation, questionnaire development and evaluation, translation and back-translation, pilot study, sampling and data collection, dimensionality assessment, reliability assessment and construct validity assessment (Slavec & Drnovšek, 2012). Methods usually applied to the scale development process are factor analysis and regression analysis. Thus, both factor and regression analysis will be used in this paper. The expected outcomes are the minimum of four factors – three factors representing its own environment (economic, socio-cultural, and natural) and a factor representing the overall satisfaction.

However, when developing a scale, we will certainly face some limitations. Firstly, there is a possibility that the factor of socio-cultural environment will provide with two antecedents, each representing social environment and cultural environment, respectively. In that case, each of the environments would have bigger importance in the tourism impact research. Secondly, we cannot avoid the possibility that our research will result with two scales (one for visitors and one for residents) instead of only one scale.

Methodology for the satisfaction analysis paper

This paper would significantly depend on the outcomes of the scale development process, since its purpose is to analyze how seasonality impacts visitors' satisfaction and residents' satisfaction with tourism. Here we would address the following research question: does the law of diminishing returns explain visitors' and residents' satisfaction? Moreover, we will try to apply the S-curve to chosen destinations and test how satisfied are visitors and residents with seasonality impacts to economic, socio-cultural and natural environments.
Here we will provide a short description of the S-curve. The S-shaped growth curve is also known as a sigmoid growth curve that is usually summarized mathematically by the basic logistic equation:

$$dP/dt = rP(K - P)/K \qquad (1)$$

where P is population size, t is time, r is the growth rate, and K is the saturation value or carrying capacity (Allaby, 1999). In our case, where we will deal with satisfaction as a dependent variable (graphically positioned on the ordinate axis) and number of overnight stays over a certain period of time as an independent variable (graphically positioned on the abscissa axis), we propose the same basic logistic equation, where the items are as follows: S is satisfaction value, N is number of overnight stays, r is the growth rate of satisfaction, and K is the saturation value or carrying capacity.

$$dS/dN = rS(K - S)/K \qquad (2)$$

Here, we set the stage for the introduction of the methodology of this paper. From the above, it is evident that we will, generally speaking, use the regression analysis as our method to confirm or reject the hypothesis.

Additionally, we have to address other methodological features for this paper. Firstly, we will collect the data via questionnaire that would be developed in the previous paper. The proposed study communities are Northern Adriatic destinations Rovinj (Croatia), Piran/Portorož (Slovenia) and Grado (Italy), which proved to follow a bell-shaped pattern of overnight stays (i.e. single peak season). The timeframe for the data collection will be from the beginning of May till the end of October 2015 (a total of six months). In this period the

questionnaires will be distributed to visitors and residents once per month, and we are aiming at a minimum of 200 valid questionnaires per month for each of the groups.

However, there are certain limitation that we will have to acknowledge for this paper. Firstly, opposed to the residents' sample, we will not be able to sample the same visitors at the destinations, since they will most likely visit the destinations only for a limited time. On the other hand, we might address this with the concept of "the last settler syndrome" (McCarl Nielsen, Shelby, & Haas, 1977) which suggests that visitors tend to want particular destination to remain free from any further impairment. The latter refers to "*development and/or increase density above and beyond that exiting at the time of the person's first exposure to the particular environment in question*" (McCarl Nielsen et al., 1977, p. 547). Additionally, if the destination is perceived as being crowded, visitors will be unhappy. However, visitors' unhappiness in case of less crowded destinations will not be considered in this paper since this does not happen very often and there is less conjecture about this possibility (McCarl Nielsen et al., 1977). Secondly, we have to address the sampling and the representativeness of the samples. For residents we will use the proportion stratified sampling, since the population will be divided into groups or strata and samples will be selected using simple random sampling by strata, in proportion to strata sizes (Mallett, 2006). For visitors, we will also use proportion stratified sampling to fix procedures for respondent selection, and additionally, for collecting the data we will use equal probability intercept sampling. The latter "*produces equal probability samples of visits, not visitors*" (Mallett, 2006, p. 169), where frequent visitors have proportionately grater probabilities of selection at the sites that are most frequent location for visitors (e.g. restaurants, attractions, tourist offices, accommodation objects etc.). Finally, the results obtained from the questionnaire will provide us only with an overview of the current state in the destination. Thus, we will not be able to make any in-depth analysis of the satisfaction of the visitors and residents, but given the hypothesis and methodology, we will imply to the further research of the relationship between the seasonality and satisfaction at a seaside destinations.

Methodology for satisfaction gap analysis paper

The purpose of this paper is to identify and address the gaps of visitors' and residents' satisfaction. Therefore, it will significantly depend on the outcomes of the scale development and satisfaction analysis (presented in the previous papers, respectively). Therefore, we will have the same sampling frame, data collection and chosen destinations as in previous paper. On the other hand, this paper will address the following questions: Is there a difference in satisfaction between residents and visitors? Is there a difference in the satisfaction in low and high season? What gaps can be identified and how do they differ?

To address these questions we will use different S-curve metrics tools that are all based on the regression analysis. Moreover, to answer the questions of satisfaction differences in high and low season, we will arbitrarily set the cut points for low season (pre-season cut point with the last day of June, and post-season cut point in the beginning of September) and high season (represented by the middle of two low season cut points - July and August). Finally, for each of the environments (economic, socio-cultural and natural) we will evaluate the level of the satisfaction using the previously mentioned S-curve metrics.

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Curriculum vitae

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Conducting mixed methods research in equestrian tourism

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The research deals with the issue of what identifies businesses and business development in equestrian tourism in Iceland and how this development contributes to the process of creating an economically sustainable horse industry in Iceland. Equestrian tourism is in this research seen as an example or a case of business development within the horse industry. Both supply and demand sides of equestrian tourism are investigated as well as the equestrian tourism industry. The subject is being analysed by researching the process of starting up and running equestrian tourism businesses, investigating the combination of various horse related products offered by horse-based businesses and how it relates to tourism, as well as researching cluster development in the field and the view of customers in equestrian tourism.

The main aim of the research is to enhance knowledge on business development and the characteristics of tourism businesses within the Icelandic horse industry. The research also aims to strengthen the horse industry, including equestrian tourism and to reinforce successful development of horse based businesses and deepen general understanding of the essence and importance of horse tourism related activity in Iceland.

The research deals with two main questions which are following:

- *What identifies the demand and supply sides of businesses in equestrian tourism in Iceland and its development?*
- *What is the role of equestrian tourism in developing economically sustainable horse industry in Iceland?*

The thesis is written as set of peer reviewed papers but each of the four papers, included in the PhD thesis, deals with more detailed research question aiming to answer one or more of the key questions. The research contributes to the limited but growing body of academic research on horses and equestrian tourism. It is conducted through mixed research methods where the advantages of qualitative and quantitative methods are combined.

Mixed methods research

Mixed research methods have been developing for the last 20 years. It has gained ground in many social and human sciences fields (Creswell & Clarke, 2011). Biddle and Schafft (2014) state that “one of the more notable shifts within the social sciences in the last 20 years has been the increasing acceptance and prominence of mixed methods research – the combining of qualitative and quantitative data, methods, and approaches within single studies” (p. 1). But mixed research methods have been seen as the third major research

approach, following the development of quantitative and qualitative research (Johnson & Onwuegbuzie, 2004; Creswell & Clarke, 2011).

A number of definitions of mixed research methods have been set forth. In 1989 Greene, Caracelli and Graham defined mixed-methods as: “those that include at least one quantitative method (designed to collect numbers) and one qualitative (designed to collect words), where neither type of method is inherently linked to any particular inquiry paradigm” (Chreswell & Clark, 2011, p. 2). In a paper from 2007, Johnson, Onwuegbuzie and Turner list and analyse 19 definitions of the concept. They see mixed methods as a type of research, through the following definition: “Mixed methods research is the type of research in which a researcher or team of researchers combines elements of qualitative and quantitative research approaches (e.g., use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration” (p. 123). This definition has been widely used in the newest publications on the mixed method (Chreswell & Clark, 2011; Daigneault, & Jacob, 2013).

Creswell and Clarke (2011) define the mixed methods as “multiply ways of seeing” rather than just a research method. They also emphasis the suitability of the method when one data source is insufficient so more multiply ways of data collection may be needed, and that “the limitations of one method can be offset by the strengths of the other method, and the combination of quantitative and qualitative data provide a more complete understanding of the research problem than either approach by itself” (Creswell & Clarke, 2011, p. 8). Therefor the mixed method brings forward strengths that offset the weaknesses of the qualitative and quantitative methods (Creswell & Clarke, 2011).

In this research mixed methods are applied, because using either qualitative or quantitative approach did not seem to provide as comprehensive overview and as detailed information on the subject as the researcher aimed for. As the research aims on increasing understanding of the demand and supply sides of equestrian tourism and its role within the horse industry, a combination of variable methods were seen appropriate. In the following chapters the use of qualitative and quantitative methods in the research is described.

A qualitative approach

The qualitative approach is effective in obtaining specific information about opinions, experiences and behaviour of particular populations. Qualitative research is also strong in identifying intangible factors and can help gaining a rich and complex understanding of a specific phenomenon (Blumberg, Cooper & Schindler, 2005; Creswell, 2007). Creswell (2007), states that we do „conduct qualitative research because we need a *complex*, detailed understanding of the issue. This detail can only be established by talking directly with people, going to their homes or places of work, and allowing them to tell their stories unencumbered by what we expect to find or what we have read in the literature“ (p.40). Kvale and Brinkmann (2009) claim that “interviews are particularly well suited for studying people’s understanding of the meanings in their lived world, describing their experiences and self-understanding, and clarifying and elaborating their own perspective on their lived world” (Kvale & Brinkmann, 2009, p. 116).
The qualitative part of the research is conducted through open ended interview with operators and other stakeholders. The aim is to get the interviewed individuals to describe their experience of the process of starting up and running a horse based business and how the horse based activity is related to tourism, cooperation and clusters. Like in most other qualitative research, the emphasis is on making the individual an active interpreter of the reality as individuals do describe their understanding of their own experience (Blumberg, Cooper & Schindler, 2005; Creswell, 2007). The interviews take place in the home or working place, commonly the stable, of the interviewed individuals. A number of formal and informal

visits to businesses are also included. The interviews are digitally recorded and word processed. The interviews are analysed through coding. First with open coding where major categories do appear, then with focused coding and finally with axial coding where a core phenomenon are being identified.

The sampling of the interview research can be described as a purposive sampling as it is a non-probability sample that conforms to a certain criteria (Blomberg, Cooper & Scindler, 2005). The sampling in this case is a judgement sampling, which is one form of purposive sampling, as the researcher selects interviewees to conform to some criterion (Blomberg, Cooper & Scindler, 2005; Schutt, 2006). Schutt (2006) emphasis, that a purposive sampling "may be a 'key informant survey,' which targets individuals who are particularly knowledgeable about the issues under investigation" (p. 155). A criteria for choosing the sample, is set for each part of the research, depending on the aims of each research phase.

A quantitative research approach

The quantitative approach emphasis to prove theories and estimate in advance set factors. The answers are commonly used to confirm or disprove concept or theories. It refers to empirical investigation of subjects via statistical data (Finn, Elliott-White & Walton, 2000; Berg, 2009). In this research a quantitative approach is used for analyzing secondary data and conducting a visitor survey. Secondary data were collected from variable institutions and databases containing information on the equestrian tourism and the Icelandic horse industry. Those data are used to map the cluster of equestrian tourism and its relations to the horse industry and related clusters.

The visitor survey was conducted with a written questionnaire, self-administered on site after the completion of a trip. Completed questionnaires were 2774. There of 810 domestic and 988 overseas visitors in horse rental (short horse trekking) and 976 in horse trekking, that is horse riding tours of more than a day. The 43 businesses participating mailed the completed questionnaires to the research team (Sigurðardóttir & Helgadóttir, in press). The sample was thus a convenience sample where those visitors that were present were asked to participate. The probability of inclusion in the sample is therefore not known (Churchill & Iacobucci, 2002; Blumberg, Cooper & Schindler, 2005). A sampling frame does not exist as the businesses do not keep records of their visitors over time. The population is the total number of visitors participating in equestrian tourism products at these businesses during the research period. Because of the way of sampling it is questionable to generalize on the subject based on the findings as there is a chance that the sample is not illustrative for the mean because individuals of certain age, profession or gender might be more likely to participate in such a survey, than others (Blumberg, Cooper & Schindler, 2005).

Demographic information such as gender, age and nationality was collected. Furthermore questions were asked about the purpose of the trip, the decision making process, travel companions and other recreational opportunities taken during the trip. Marketing information such as how the visitors learned of the products they were purchasing, the information available pre-trip and whether the information matched the experience offered. The questions on the equestrian tourism product itself were detailed such as about its length and pricing (Sigurðardóttir & Helgadóttir, in press).

The last part of the survey was of most importance for analyzing customer satisfaction and the experienced service quality. Respondents were asked about their overall satisfaction with the equestrian tourism experience based on the following aspects; staff performance, horses, riding trails, facilities and riding gear. Each factor was estimated through customer's evaluation of several sub factors. Staff performance was for example estimated from customer's perception on language abilities, knowledge of horses, knowledge of nature,

manners and willingness to serve. The respondents were asked to report their satisfaction on a 5 step Likert scale ranging from very dissatisfied to very satisfied.

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Curriculum Vitae

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2002 Diploma in Rural Tourism, Department of Tourism Studies, Holar College
1994 Diploma in Agriculture – Department of Equine Science, Holar College

Certifications:
2004 Heritage Warden Certification, awarded by the National Museum of Iceland, The National Architectural Heritage Board, The Archaeological Heritage Agency of Iceland and Holar University College.
2002 Park Ranger Certification of the Environment Agency of Iceland.
2002 Green Globe international proficiency and assessor certification – to assess tourism businesses that apply for the Green Clobe standard.
1994 Young horse trainer – The Trainers Association of Iceland (FT).

Publications

Thesis:
2007 *Framleiðni í íslenskri ferðaþjónustu – stjórnun afþreyingarfyrirtækja. (e. Productivity within the Icelandic tourism industry – management of leisure businesses).* MS thesis (60 ECTS) at Bifröst University. 138 p.

2005 *Hestatengd ferðaþjónusta á Íslandi.* (e. Horse based tourism in Iceland). BSc thesis at the University of Akureyri (12 ECTS). 79 p. Accessible at http://skemman.is/item/view/1946/1010

Books:
2007 *Stjórnun og rekstur í ferðaþjónustu – hestaleigur og hestaferðafyrirtæki.* (e. Managing Horse Rentals and Horse Travel Businesses). Hólum: Ferðamáladeild Háskólans á Hólum. 120 p. (ISBN 978-9979-9748-3-3).

Book chapters:
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Teaching material:
2007 *Operation Management in Tourism*. Reading material, assignment descriptions and course outlines for master level – produced for the European Union project VocMat. Published on a CD, in English, Icelandic and Estonian. 130 p.

Peer reviewed publications:
2011 Sigurðardóttir, I. Framleiðnihugtakið; þekking og viðhorf stjórnenda í íslenskum afþreyingarfyrirtækjum (e. Productivity in leisure businesses; operator's knowledge and approach). In Hermannsdóttir, A., Snorrason, J.S. & Christiansen, Þ. (eds.). *Vorráðstefna Viðskiptafræðistofnunar Háskóla Íslands 2011, ráðstefnurit*. P. 129-139. ISBN 978-9979-9933-2-2.
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Articles in conference proceedings:
2013 Of horses, tourism and lifestyle entrepreneurship in Iceland; business development in equestrian tourism. *22nd Nordic Academy of Management Conference*. Conference Proceedings. 19 p.
2012 Identifying the success criteria of the Icelandic horse based tourism. *Equi-meeting Tourisme*. Saumur: les Haras nationaux, Ecole Nationale d'equitation, University of Angers, UFR Ingenierie. P. 139-142.
2011 Economic importance of the horse industry in northwest Iceland: A case in point. *Second International Conference for PhD candidates*, Bulgaria: South-West University "Neofit Rilsky", Faculty of Economics. P. 113-117.
2011 Hestamennska sem atvinnugrein á Norðurlandi vestra (e. The horse industry in North West of Iceland). In Kristinsdóttir, Á (ed.), *Fræðaþing landbúnaðarins 2011.* Reykjavík. P. 84-90.
2011 Co-authored with Steinþórsson, R.S. Entrepreneurs or not: how do operators for small horse based industries in Iceland define themselves*? Conference proceedings from The 21st Nordic Academy of Management 2011.* 14 p.
2008 Bóndi og frumkvöðull: samræmist þetta tvennt? (e. A farmer and an entrepreneur: Can it be). *Fræðaþing landbúnaðarins 2008.* In Ásdís Kristinsdóttir (ed.). Reykjavík: Bændasamtök Íslands ofl. P. 378-386.
2007 The Operating Environment of Equine Tourism in Iceland. *Proceedings of the 14th Nordic Symposium in tourism and Hospitality Research.* In Helgi Gestsson and Ingjaldur Hannibalsson (eds.). Akureyri: The Icelandic Tourism Research Centre. P 139 – 144.
2007 Þjálfun og fræðsla í ferðaþjónustu. (e. Training and education in the tourism industry). *Rannsóknir í félagsvísindum VIII.* In Ingjaldur Hannibalsson (ed). Reykjavík: Viðskipta- og Lagadeild HÍ. P. 321-329.
2007 Staðbundin matvælaframleiðsla – miðlun upplýsinga til neytenda. (e. Localized food production – mediation of information to consumers). *Fræðaþing landbúnaðarins 2007*. In Ásdís Kristinsdóttir and Þórunn Edda Bjarnadóttir (eds.). P. 575-579. Reykjavík: Bændasamtök Íslands ofl.
2005 Hjalti Þórðarson and Ingibjörg Sigurðardóttir. Reiðleiðir um vestanverðan Tröllaskaga. (e.Riding Trails on the west side of Tröllaskagi). *Fræðaþing landbúnaðarins - ráðstefnurit II - Veggspjöld.* Reykjavík: Bændasamtök Íslands, Landbúnaðarháskóli Íslands, Landgræðsla ríkisins og Skógrækt ríkisins. P. 384-386.

2005 Hestatengd ferðaþjónusta á Íslandi: Atvinnugrein eða tómstundagaman? (e.*Horse based tourism: An industry or leisure activity?*). *Fræðaþing landbúnaðarins - ráðstefnurit I - Erindi.* Reykjavík. Bændasamtök Íslands, Landbúnaðarháskóli Íslands, Landgræðsla ríkisins og Skógrækt ríkisins. P. 258-262.
2005 Horse Tourism in Iceland: A New Branch of Industry Rooted in the Old Farming Society*. Tourism as a contributor to well-being and social capital* - Symposium Proceedings. Jyväskylä. Jyväskylä Politecnic. p. 329-331.

Conference presentations:
2014 *Lífstíll verður ferðavara; tengsl hestamennsku og ferðaþjónustu (e. Lifestyle becomes a tourism product; the relations of equestrianism and tourism)*. Landsýn, Hvanneyri.
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2013 *Entrepreneurship in equestrian tourism; business development and customer satisfaction*. Consumer Behavior in Tourism Symposium 2013, Brunico, Italy.
2013 With Steinþórsson, R.S. *Cluster development in equestrian tourism; an example from North West of Iceland.* Consumer Behavior in Tourism Symposium 2013, Brunico, Italy.
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2013 *Economic challenges in horse based businesses*. North Atlantic Forum, Skagafjörður.
2013 *Development of practical business handbooks for small recreational businesses*. North Atlantic Forum, Skagafjörður.
2013 *Lífstíll eða lifibrauð; þróun fyrirtækja í hestamennsku á Íslandi, (e. A lifestyle or livelihood: development of horse based businesses in Iceland.* Þjóðarspegillin, Reykjavík.
2013 *Gæði þjónustu og ánægja viðskiptavina í hestaferðaþjónustu (e. Service quality and customer satisfaction in horse-based tourism)*. Þjóðarspegillinn, Reykjavík.
2012 *Identifying the success criteria of the Icelandic horse based tourism*. Equi-meeting Tourisme, Saumur, France.
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2007 *Þjálfun og fræðsla í* ferðaþjónustu, (e. Training and education of staff and managers in the tourism industry). Þjóðarspegill, Viðskipta- og Lagadeild HÍ, Reykjavík.
2007 *Íslensk afþreyingarfyrirtæki – hver er sýn stjórnenda á mikilvægi gæðaþjónustu? (e. Icelandic recreation businesses - how do managers rate the importance of quality service?).* Icelandic Social Sciences, The University in Akureyri.
2005 *The Operating Environment of Equine Tourism in Iceland.* "The 14th Nordic Symposium in Tourism and Hospitality Research" held in Akureyri.
2005 *Horse Tourism in Iceland: A New Branch of Industry Rooted in the Old Farming Society.* The 3rd Tourism Industry and Education Symposium: Tourism as a Contributor to Well-being and Social Capital. Jyväskylä, Finland

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2011 *Hestamennska sem atvinnugrein (e. The extent of the Icelandic horse industry).* Þjóðarspegillinn. Reykjavík.
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Well-being for everyone? Analyzing the volunteer tourism experience using the Actor Network Theory

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During the last decade, the voluntourism has gained in momentum and is currently and will be even more in the future of high importance to scholars and practitioners alike. Central to the understanding of voluntourism is the ongoing debate, whether this new form of tourism is beneficial to all stakeholders (volunteers, voluntoured, NGO's etc.) (Wearing, McGehee, 2013). While one stream of research advocates the benefits of voluntourism (Broad, 2003; Brown & Morrison, 2003; McGehee, 2002; Stoddart&Rogerson, 2004), a second stream of research has rather drawn attention to the potential risks of voluntourism. For example, scholars point at the potential risk of the host community exploitation (Palacios, 2010; Raymond and Hall 2008) and risks in form of neo-colonization. (Conran, 2011; Guttentag 2009; Palacios, 2010 and Sin, 2009). Although, all these studies provide important insights to the voluntourism literature, they have mostly been limited in studying one single actor. So far few studies have tried to adequately identify and cover all relevant stakeholders involved in voluntourism. Nevertheless it is of high practical relevance to understand how voluntourism programs should be designed to be beneficial to all relevant stakeholders. To fill this research gap, we study the voluntourism network as a whole, including all stakeholders. Thereby we build on Actor Network Theory (ANT) and analyze the relationships between actors. More precisely, in our study we address the following research questions: Who are the main stakeholders of the volunteer tourism experience? What kind of interactions and relationships they have? In order to analyze an exhaustive list of stakeholders and understand in depth their relationships, a qualitative research methodology was adapted. We carried out an ethnographic study in an orphanage in Nepal and conducted interviews with volunteers, field coordinators and locals. We further plan to complete our study by interviewing providers (e.g. NGO's, Tourism Office). Preliminary results show that the volontourism programs include both human and non-human actors as supported by the ANT namely volunteer tourists, host community, field coordinators, providers (NGO's, Tour operator, university etc.), Tourism minister, Volunteering rules, pre-travel briefing program and providers communication strategy etc. In addition we find that the understanding of the relationships between all stakeholders can allow us to find out the potential ambiguities and misunderstanding that can lead to the program dysfunction.

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