

# Myths of Tourism

INTERNATIONAL CONFERENCE

Zadar, 9 -12 May 2013



Hosted by:  
University of Zadar  
Department of Tourism  
and Communication Studies  
University of Zagreb  
Faculty of Economics & Business  
Department of Tourism

Venue:  
Zadar, Croatia, University of Zadar



## Dear Colleague,

We would like to draw your attention to an intriguing proposal that seeks to break away from the conventional wisdom associated with tourism research and education.

This is an invitation for you to join us at an International Conference entitled “Myths of Tourism” organised jointly by the University of Zadar, Department of Tourism and Communication Studies and the University of Zagreb, Faculty of Economics & Business, Department of Tourism. It will take place in Zadar, Dalmatian coast, Croatia, 9-12 May 2013.

The twofold aims of this conference are to raise questions in the multidisciplinary field of tourism that will provoke curiosity and provide a forum for both academics and practitioners to rethink the various concepts of tourism research and development. In this respect a number of renowned scholars and researchers in diverse tourism disciplines have agreed to give keynote speeches challenging the various myths of tourism.

Despite the ever increasing number of academic institutions, tourism programmes and individual tourism researchers around the world, there is still a myriad of myths that needs to be addressed. Do we assess critically enough common expressions such as “tourism as a global industry”?

Why is tourism not an industry? How global is tourism? How many myths of tourism still exist? Have tourism researchers themselves contributed to creating some additional myths of tourism? How effectively have researchers from different disciplines been solving certain challenges that exist within tourism - both from the researchers' and the practitioners' focuses? How successfully do we disseminate and implement the results of research? Is theory still lagging behind practice? Who pulls the strings of tourism development?

The conference adopts an alternative approach that seeks to raise some important questions and shed a new light on those tourism issues the answers to which have been taken for granted. Do we challenge ourselves sufficiently to unlearn the commonly accepted myths, thereby moving tourism scholarship forward?

For more information, please visit the conference website [www.unizd.hr/mythssoftourism](http://www.unizd.hr/mythssoftourism)

We look forward to receiving your abstracts up to 500 words by October 15, 2012.

On behalf of the Programme Committee,

*Professor Nevenka Čavlek  
Chair of Programme Committee*



[www.unizd.hr/mythssoftourism](http://www.unizd.hr/mythssoftourism)

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tabid/4686/Default.aspx](http://www.unizd.hr/tikz/Znanost/MythsOfTourism/tabid/4686/Default.aspx)

## Suggested Conference Topics

- Myths and Realities of Tourism
- Myths in Tourism Research
- Facts vs. Myths on Tourism Statistics
- Myth of Touristic Freedom
- Myth and Fantasy
- Myth of Self-actualisation
- Myth of the Pre-modern Other ("Orientalism" and beyond)
- Tourist as a Person who Chases Myths; Tourists as Mythmakers Revisited (Tom Selwyn)
- Myths of the Centre and Periphery
- Myths and the Utopia of Far Flung Destinations
- Myths of Third World Paradises
- Myths of Sustainable Tourism

- The "Green Traveller" as an Oxymoron
- Myths in the Marketing and Branding of Tourism Destinations
- Myths of Hyperbole in Tourism Promotion
- Myths of IT Use in Tourism
- Myths of Work in Tourism
- Myths of the Tourism Multiplier
- Faith, Myths and Tourism
- Myths of Medical Tourism and Sex Tourism
- Language Myths in Tourism
- The Semiotics of Myths

**Other closely related topics are welcome**

## Keynote speakers

### Julio Aramberri

Faculty of Languages and Cultural Studies,  
Hoa Sen University

### Chris Cooper

Faculty of Business, Oxford Brookes University

### Graham Dann

Finnmark University College

### William C. Gartner

University of Minnesota

### Bob McKercher

School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University

### Boris Vukonić

University of Zagreb

## Important Steps and Deadlines

Steps	Important Deadlines	
Abstract submission	October 15, 2012	up to 500 words
Feedback from the Organizing Committee	November 15, 2012	
Final paper submission	January 15, 2013	up to 6000 words
Final paper acceptance notification	February 28, 2013	
Early registration*	before March 25, 2013	€ 250
Registration*	March 25, 2013 - April 15, 2013	€ 300

\*Registration fee includes: Conference proceedings (backpack with book of abstracts and CD with full papers), Welcome cocktail, Refreshments during breaks, Conference lunches and dinners.

Please send an abstract to the Organizing Committee  
e-mail: [tourism@unizd.hr](mailto:tourism@unizd.hr)

Abstracts should clearly state the purpose, results and conclusions of the work to be described in the final paper. Please provide up to five key words, suggested conference topic and JEL classification codes ([http://www.aeaweb.org/journal/jel\\_class\\_](http://www.aeaweb.org/journal/jel_class_)

[system.html](http://www.unizd.hr/mythssoftourism)). Full name, affiliation, mailing address, telephone and fax numbers should be included. All abstracts and final papers must be e-mailed as MS Word document, in proofread English. For all instructions to authors please refer to the Conference website **[www.unizd.hr/mythssoftourism](http://www.unizd.hr/mythssoftourism)**. All abstracts and final papers will be blind refereed by at least two reviewers.

## Conference Proceedings

All abstracts will be published in the Conference Proceedings. CD-ROM with full papers will be distributed among the participants at the

Conference (both infer an ISBN reference). Selected papers will be considered for publication in tourism related journals.

## Programme Committee

**Nevenka Čavlek** - Chair, Faculty of Economics & Business, University of Zagreb

**Julio Aramberri**, Faculty of Languages and Cultural Studies, Hoa Sen University

**Charles Arcodia**, Griffith Business School, Griffith University

**Dimitrios Buhalis**, School of Tourism, Bournemouth University

**Erik Cohen**, Department of Sociology and Anthropology, The Hebrew University of Jerusalem

**Chris Cooper**, Faculty of Business, Oxford Brookes University

**Geoffrey I. Crouch**, La Trobe Business School, La Trobe University

**Evangelos Christou**, Alexander Technological Institute of Thessaloniki

**Graham Dann**, Finnmark University College

**Larry Dwyer**, Australian School of Business, University of New South Wales

**David Fennell**, Faculty of Social Sciences, Brock University

**John Fletcher**, School of Tourism, Bournemouth University

**William C. Gartner**, University of Minnesota

**Vlatko Jadrešić**, University of Zadar

**Jafar Jafari**, University of Wisconsin-Stout

**Adele Ladkin**, School of Tourism, Bournemouth University

**Tonči Lazibat**, Faculty of Economics & Business, University of Zagreb

**Josef Mazanec**, International Academy for the Study of Tourism

**Bob McKercher**, School of Hotel and Tourism Management,

The Hong Kong Polytechnic University

**Tanja Mihalič**, Faculty of Economics, University of Ljubljana

**Richard Perdue**, Pamplin College of Business, Virginia Tech

**Steven Pike**, QUT Business School, Queensland University of Technology

**Tom Selwyn**, School of Oriental and African Studies, University of London

**Marianna Sigala**, Business School, University of the Aegean

**João Albino da Silva**, University of Algarve

**Vlado Sušac**, University of Zadar

**Ante Uglešić**, University of Zadar

**Steve Wanhill**, University of Limerick & Bournemouth University

## Organizing Committee

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**Ingeborg Matečić**, University of Zagreb

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**Mili Razović**, University of Zadar

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