



**University of Zadar, Department of Tourism and Communication Studies
and
University of Zagreb, Faculty of Economics & Business, Department of Tourism**

INTERNATIONAL CONFERENCE
MYTHS OF TOURISM
CONFERENCE PROGRAM

May, 9th 2013

20:00 Welcome cocktail (St. Donat church)

May, 10th 2013

08:00 - 14:00 Registration (Arsenal Zadar, Trg tri bunara 1)

09:00 - 09:30 Official Opening (Arsenal Zadar, Trg tri bunara 1)

09:40 - 12:00 I Plenary Session

Session Chair: **Larry Dwyer**, Australian School of Business, The University of New South Wales, Australia

Keynote speakers:

Bob McKercher, School of Hotel and Tourism Management,
The Hong Kong Polytechnic University, China
"The Origins and Roles of Myths in Tourism Academia"

William C. Gartner, The University of Minnesota, USA
"Tourism's Economic Impact: Who Gets to Claim the Gold"

Julio Aramberri, Faculty of Languages and Cultural Studies,
The Hoa Sen University, Vietnam
"Two and a Half Founding Myths in Tourism Research"

Zadar, Croatia, 9 - 12 May 2013



12:00 - 13:30 Lunch (Arsenal Zadar, Trg tri bunara 1)

13:40 Transfer by bus to New Campus

14:00 - 15:45 Parallel Sessions (New Campus - Franje Tuđmana 24i)

I Parallel Session: MYTHS AS TRAVEL MOTIVATORS

Session Chair: *Julio Aramberri*

1. Cohen, E. "Tourist Myths – A Comparative Examination"
2. Arcodia, C., Abreu Novais, M. "Understanding Myths as Travel Motivators"
3. Mansfeld, Y., Jonas, A., Cahaner, L. "It's All in the Hands of God – Isn't it? Myths and Realities on Perception of Risk among Religious Tourists"
4. Bakija, V. "Myth of Croatian & Dalmatian Hospitality in Tourism in the Case of Zadar Region"

II Parallel Session: MYTHS IN THE PROMOTION AND BRANDING OF TOURISM DESTINATIONS

Session Chair: *Larry Dwyer*

1. Grainger, J., Crouch, G. I., Anderson, A. "Birds of a Feather: Similarity Breeds Destination Brand Connection"
2. Avraham, E. "Uses of Local Narrative and Myth in Tourism Advertising: The Case of Texas"
3. Zhang, C. X. "National Myths and Tourism Marketing: A View from Postcolonial Chinese Destination"
4. Razović, M. "National Tourism Organizations – Myth or Reality of Marketing and Branding of Tourist Destinations"

III Parallel Session: OVERCOMING OBSTACLES IN INTERPRETING TOURISM RESEARCH RESULTS - *Session Chair: Bob McKercher*

1. Perdue, R. "Myths in the Understanding and Measurement of Research Impact"
2. Čavlek, N. "The Reinvention of Tour Operating Business: Illusion or Reality"
3. Žnidar, K., Alfirević, N., Pavičić, J. "Social Interactions and Communities in Special Interests Tourism: Myth Vs. Empirical Evidence from Croatian Nautical Tourism"
4. Wheeler, B. "Sustainable Tourism? Ducking the Issues: The Canard Continues"



15:45 - 16:00 Coffee break

16:00 - 17:45 Session (New Campus - Franje Tuđmana 24i)

IV Session: STUDENTS' PRESENTATIONS ON SPECIAL INTEREST TOURISM

Session Chairs: *Tanja Mihalič & Patricia East*

1. The University of Ljubljana, Faculty of Economics, Slovenia
"Religious Tourism"
2. The Munich University of Applied Sciences, Department of Tourism, Germany
"Dark Tourism"
3. JAMK University of Applied Sciences, Finland
"Nature Based Tourism"
4. The University of Zadar, Department of Tourism and Communication Studies, Croatia
"Ethno Tourism"
5. The University of Zagreb, Faculty of Economics & Business, Department of Tourism, Croatia
"Health Tourism"

17:45 - 18:00 Coffee break

18:00 - 19:00 ITHAS Certificate Delivery

19:00 Dinner (New Campus - Franje Tuđmana 24i)

21:00 **Charity concert** – *Klapa* choir singing, a form of traditional a cappella singing in Dalmatia (St. Donat church)



May, 11th 2013

08:00 - 18:00 Registration (New Campus - Franje Tuđmana 24i)

09:00 - 11:15 II Plenary Session

Session Chair: Erik Cohen, The Hebrew University of Jerusalem, Israel

Keynote speakers:

Graham Dann, The Finnmark University College, Norway

**"Exploring the Meanings of Myth in Tourism:
From Religion, Fantasy and Falsehood to Semiotics in the Time of the Sign?"**

Boris Vukonić, The University of Zagreb, Croatia

"Myth in Tourism and How to Cope with it?"

Chris Cooper, Faculty of Business, The Oxford Brookes University, UK

"DMOs and Climate Change: The Illusion of Action"

11:15 - 11:30 Coffee break

11:30 - 13:00 Parallel Sessions (New Campus - Franje Tuđmana 24i)

V Parallel Session: COMMUNICATION MYTHS IN TOURISM

Session Chair: Adele Ladkin

1. Kabalin Borenić, V., Marinov, S., Mencer Salluzzo, M. "Special and Spotless? Or May Be Not? Language Myths in Tourism"
2. Shafrir, A. "Myths about the Hebrew Language in Basque Country"
3. Huang, R. "Revealing the Myths of Critical Thinking to International Students Studying Tourism and Hospitality Postgraduate Programme"
4. Sušac, V. "Conceptual Mappings in Tourism Advertising – A Semiotic Approach"



VI Parallel Session: THE MYTHICAL SUSTAINABLE TOURISM

Session Chair: William C. Gartner

1. Kranjčević, J. "Transformation of Space for Tourism – Between Desire and Reality"
2. Smolčić Jurdana, D., Birkić, D., Petračić, M. "Sustainable Management of Beaches – a Myth or Reality"
3. Brkić-Vejmelka, J., Pejdo, A. "Tourism is the (Only) Future for Zadar Islands – Myth or Reality"
4. Matečić, I. "An Illusion of Cultural Sustainability in the Sustainable Tourism Development: Can Intangible Aspects of Cultural Identity be Preserved?"

13:00 - 14:30 Lunch (New Campus - Franje Tuđmana 24i)

14:30 – 16:30 Parallel Sessions (New Campus - Franje Tuđmana 24i)

VII Parallel Session: PERCEPTIONS OF TOURISM'S CONTRIBUTION TO ECONOMIES

Session Chair: Richard Perdue

1. Aramberri, J., Mihalič, T. "Mythical Rankings: A Critical Probe of the Main Travel & Tourism Databases"
2. Kožić, I., Krešić, D., Mikulić, J. "The Contribution of Tourism to Socio-Economic Development: Myth or Reality"
3. Bartoluci, M., Hendija, Z., Budimski, V. "The Myth of Determining Economic Effects of Tourism in The Republic of Croatia"
4. Tomljenović, R., Boranić Živoder, S., Marušić, Z. "Stakeholder Support for Tourism Development"
5. Mikulić, D., Petrić, L. "Cultural Heritage Management – Challenges for Tourism"

VIII Parallel Session: IDEAS AND REALITIES OF TOURISM SITES EXAMINED

Session Chair: Chris Cooper

1. Krce-Miočić, B. "Myths of Nautical Tourism"
2. Vlahov, A., Ferjanić Hodak, D. "Can Small and Family Hotels Outperform the Total Hotel Industry in Croatia"
3. Wight, C. "Myth, Rhetoric and Human Tragedy in Lithuanian Museums and Sites of Memory"
4. De Carlo, M., Pearce, P., Wu, Mao-Ying, Rossi, A. "Contemporary Experiences of Chinese Tourists in Italy: An On-site Analysis in Milan"

16:30 – 16:45 Coffee break



16:45 - 18:00 SPECIAL CONFERENCE EVENT (New Campus - Franje Tuđmana 24i)
DEBATE (with audience participation)

Erik Cohen and Tom Selwyn,

Distinguished writers on ***Tourism Myths: Sources, Deployment and Resistance***

Moderator: **Graham Dann**

20:00 Gala dinner (Museum of Ancient Glass, Poljana Zemaljskog odbora 1)

May, 12th 2013 **09:00 - 17:00** Excursion to Starigrad Paklenica and Nin

