



2nd Call for papers

International Conference on Rural Tourism:

“Re-inventing rural tourism and the rural tourism experience – Conserving, innovating and co-creating for sustainability”

5th-7th September 2013, University of Aveiro, Portugal

Submission Deadline: Full paper (max. 5,000 words) and poster abstracts (max. 5,000 characters) – February 15, 2013

Rural tourism has attracted increasing interest from academics, politicians and practitioners alike. However contested its definition, the countryside's popularity amongst urban populations, and the socio-economic and environmental challenges faced by both rural areas and by rural tourism, are strong themes worldwide. Challenges include the decline and change of traditionally dominant agricultural and productive functions, the potential development of the countryside as a place of hedonic consumption, all coupled with numerous management issues. The list of issues is enormous: tensions and interactions between global and local, rural and urban; man versus nature; anthropocentric versus eco-centric; production and consumption; past, present and future; conservation and progress; nostalgia, imaginary and real; the desires and expectations of a growing series of diverse stakeholders with distinct interests in the “rural space”.

Rural tourism can be analysed from distinct scientific perspectives helping to identify and understand new meanings and opportunities, as well as challenges and difficulties. The countryside's numerous realities manifest themselves in distinct territorial, economic and socio-cultural contexts and interactions, all of which shape the “overall rural tourism experience” lived by all stakeholders who are involved in its co-creation. This co-creation is itself both a challenge and an opportunity to re-invent the rural tourism experience in an innovative and sustainable way. The conservation – even preservation - of the core values and attractions of most rural areas – nature, landscape, culture, gastronomy - is certainly needed. But, there is increasing, in fact global, competition amongst all types of destinations, including the rural. There is also an increasingly sophisticated and experienced (global) tourist market. This equation demands market and business knowledge, innovation, entrepreneurship, networks and social capital at the local and regional scale, if we are to create rural tourism systems that both attract and satisfy tourists and effectively contribute to the sustainable development.

This conference, prepared as part of a 3-years research project on the “Overall Rural Tourism Experience” (ORTE) in three Portuguese villages¹, offers an in depth discussion of the “rural tourism experience”, its manifestations, meanings, impacts and evolution. It intends to significantly contribute to current reflections on the potential and limitations of rural tourism as a development tool as well as to the identification of ways to maximize this potential in certain circumstances, through a more profound understanding of the dynamics of the “overall rural tourism experience”.

Seven **main themes** are suggested for guiding discussions on the rural tourism experience:

1. Understanding the **rural tourist**: their motivations, perceptions, sensations, experiences, memories and imagination
2. Understanding **rural residents' experience** with tourists
3. Experience design with **endogenous resources** (focusing on “countryside capital”)
4. **Entrepreneurship** and **innovation** for quality rural tourism experiences
5. **Marketing the rural tourism experience**: co-creation, experience design and promotion
6. **Networks and Strategic Partnership** for enhancing the Overall Rural Tourism Experience
7. Enhancing **sustainable development** through rural tourism experiences

Keynote speakers:

Keith **Halfacree** (Swansea University)

Nancy **McGehee** (Virginia Tech)

Elisabeth **Kastenholz** (University of Aveiro)

Gunjan **Saxena** (University of Hull)

Bernard **Lane** (Journal of Sustainable Tourism)

Richard **Sharpley** (University of Central Lancashire)

Hio Jung **Shin** (Korea Association of Rural Tourism and Kangwon University , Korea)

Submission information:

Both **full papers and posters** are sought for consideration by the Scientific Committee:

Submitted **full papers** (**maximum 5,000 words, including references**) should be relevant within the overall conference theme, addressing at least one of the conference topics, should be **written in English**. All contributions must be **original** (i.e. not already published or in the process of being so elsewhere), and follow **academic writing, structure and methodology**.

Also **posters** should be relevant within the overall conference theme and **elaborated in English**.

Please see **guidelines for both papers and posters** at: <http://cms.ua.pt/orte/?q=node/43>

Publication Opportunities:

Selected papers will be invited for submission to a **special issue** of the *Journal of Sustainable Tourism* (indexed in ISI and SCOPUS) and of the *Journal of Tourism and Development* (indexed to Latindex, Dialnet, EBSCO, CAB International). Additional papers and the journal papers may also become **chapters in a major book** on rural tourism to be published by Routledge, part of the Taylor & Francis group. **Additional publication opportunities** are in the process of negotiation. All accepted final papers will be included in the **conference proceedings**, to be published professionally in electronic form (USB flash stick) and online, and will have an ISBN. Papers will only be published if at least one of the authors registers and attends the Conference.

The Venue:

Created in 1973, the **University of Aveiro** (UA) has become one of the most dynamic and innovative universities in Portugal in terms of its infrastructure, research and staff (see <http://www.ua.pt/default.aspx?lg=en>). The prize winning Campus de Santiago, overlooking the Aveiro lagoon, is renowned for its many buildings designed by famous Portuguese architects. It is close to Aveiro's city centre and easily accessible by road and frequent, low cost, high speed rail services from Lisbon to the south and Oporto to the north. Both Lisbon and Oporto have good international air services.

Aveiro, the "Venice of Portugal", is surrounded by beaches and lagoons and crossed by canals lined by *Moliceiro*, traditional boats painted with bright colours and often ingenious decorations. The city has a rich mix of heritage and modern buildings, and numerous cafes and restaurants with national and local specialities including salt cod, eel stew, a variety of sea and lagoon fish soups and Aveiro's speciality, its sweets – including the famous *ovos moles* (sweetened egg yolk in candied casings shaped like fish or barrels) (<http://www.visitcentro.com/en/destinations/aveiro/>). Inland, the **Central Region of Portugal**, has a huge variety of natural, historical and cultural rural resources. Ten of the Portugal's 25 Natural Protected Areas are located here, with numerous traditional villages, including *The Schist Villages and The Historical Villages*, together with the Luso and Curia thermal baths, the Bairrada and Dão Wine Region, the *Serra do Caramulo* and *Serra da Estrela* (<http://www.visitcentro.com/en/>).

Read more about the Conference, its Scientific Committee and about Aveiro, the region and the ORTE Project at: <http://cms.ua.pt/orte>.

For more about the conference, please contact: conference.orte@gmail.com

Partners & Sponsors:



Fundo Europeu de Desenvolvimento Regional

ⁱ The 3 years research project "The overall rural tourism experience and sustainable local community development" (PTDC/CS-GEO/104894/2008), is financed by Portuguese *Fundação para a Ciência e Tecnologia* (co-financed by COMPETE, NSRF e ERDF) and started in June 2010, with field research in the villages Janeiro de Cima, Linhares da Beira and Favaios (see <http://cms.ua.pt/orte/>).