

**An international workshop of the Regional Studies Association
Research Network on Tourism and Regional Development**, supported by
the GLOBATUR project (CSO2011-23004/GE0G) and the URV Science and Technology Park for
Tourism and Leisure (PCT)

Evolution and transformation in tourism destinations: Revitalisation through innovation?



**Rovira i Virgili University, Catalonia
Vila-seca Campus, 10-13th February 2014**

Co-Chairs: Prof. Salvador Anton Clavé, Dr. Julie Wilson

*Organised by the Research Group on Territorial Analysis and Tourism Studies of the Department of
Geography, Faculty of Tourism and Geography, Rovira i Virgili University*

<http://www.regionalstudies.org/events/event/evolution-and-transformation-in-tourism-destinations-revitalisation-through>

Second Call for Papers

This RSA research network workshop in Catalonia, Spain, aims to discuss the ways in which established tourism destinations might become spaces where social innovation and regional development progress through revitalisation, as well as how the development of global responsible tourism policies might be fostered in this process. Within the meeting programme / content, we would seek to:

- * evaluate the role of revitalisation policies on the economic competitiveness of destinations;
- * study the responses that these policies elicit when faced with the challenges of global change
- * identify and evaluate potential impacts of the broader residential mobility associated with tourism activity.

Well-established tourism destinations are now tending to acquire new economic, social and cultural functions, whilst simultaneously turning into places for innovation and urban development. In turn, they are generating new opportunities for the regions where they are located, and even facing new risks derived from the dynamics of global change, making this a highly pertinent area for research. As such, this RSA network event also aims to place tourism destination revitalisation at the core of the debate on the effects of globalisation and its limitations at different scales.

This workshop-style meeting is part of a series of RSA events on tourism and regional development, which aim to examine tourism diversity from the perspective of regional development in order to identify current challenges and opportunities in a systematic manner, and hence provide the basis for a more well-informed integration of tourism in regional development strategies and move beyond political short-termism and buzzword fascination. The Catalonia workshop is the first of three planned (including the Reggio Calabria, Italy in late 2014 and Budapest, Hungary in the spring of 2015). The Tourism and Regional Development research network is now well-established as a meeting place for people with an interest in issues relating to tourism in a regional development perspective.



Within this context, the RSA workshop in Catalonia welcomes paper presentations on tourism evolution and regional development topics, including:

- Evolutionary approaches to tourism development and policy
- Innovation, destination development and economic / spatial transformation processes
- Destination governance (i.e. public-private partnerships, policy networks, destination management organisations, clusters and innovation systems)
- Creativity as a transformative strategy
- Political economy of tourism and regional development
- Cultural approaches to tourism and regional development
- The position of tourism in overall strategies and plans for local and regional development
- Tourism destinations and attractiveness for new residents and new economic sub-sectors
- Cross-sector analyses: synergetic inter-linkages between tourism and related sectors, such as the creative industries, smart manufacturing and advanced services.

Papers are also invited on any other aspect of tourism and regional development.

The workshop is open to academic researchers and practitioners at any career stage with an interest in tourism and regional development. It is organised by [GRATET](#) (Research Group on Territorial Analysis and Tourism Studies) at the Faculty of Tourism and Geography of the Rovira i Virgili University, Catalonia and is partially supported by the GLOBALTUR project (funded by the Spanish Ministry of Economy and Competitiveness). The workshop will take place at the Vila-seca Campus of the Rovira i Virgili University beginning with the opening plenary late afternoon on Monday 10th February, and end at noon Wednesday 13th February.

This Catalonia workshop takes place in one of the major tourism regions on the Mediterranean coast – the Costa Daurada (45-60 minutes from Barcelona by train) – home to a number of major beach resorts (e.g. Salou, Cambrils, Vila-seca), historic cities (e.g. Tarragona, Reus, Tortosa), wine regions (e.g. Priorat, Montsant, Terra Alta, Tarragona, Penedès, Conca de Barberà), artistic heritage towns (linked to Picasso, Miró, Gaudí and Pau Casals) and natural parks (e.g. the Ebre River Delta, Montsant, Ports).

Workshop Committee

Professor Salvador Anton Clavé (co-chair) - Dr Julie Wilson (co-chair) - Dr Antonio Paolo Russo - Professor Henrik Halkier - Professor Marek Kozak.

Abstracts (300 words maximum) should be submitted to

Dr Julie Wilson at Julie.Wilson@urv.cat
Dead line: **10th December 2013**

Abstracts will be blind-reviewed by at least two members of the committee.

Provisional Programme

Monday 10th February 2014

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|-------|---|
| 17.00 | Arrival and registration |
| 18.00 | Opening session |
| | Welcome: Prof. Salvador Anton Clavé (co-chair), Dr Julie Wilson (co-chair), URV representatives |
| 18.30 | <i>Catalonia tourism, innovation and regional development / round table debate</i> Discussant: Dr. Antonio Paolo Russo |
| 19.30 | Welcome drinks reception (until 20.30) |

Tuesday 11th February 2014

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|-------|--|
| 09.00 | Plenary session |
| | <i>Keynote Presentation:</i> Maturing Destinations: Networks, Knowledge and Innovation Prof. Chris Cooper , Oxford Brookes University |
| 10.00 | Workshop presentations |
| 11.00 | Coffee break |
| 11.30 | Workshop presentations |
| 13.00 | Lunch |
| 14.30 | Workshop presentations |
| 16.00 | Coffee break |
| 17.00 | Bus departs for the city of Tarragona |
| 17.30 | Guided visit: Tarragona's historic centre |
| 19.00 | Free time for dinner |
| 20.30 | Cultural event |
| 22.30 | Bus to hotel |

Wednesday 12th February 2014

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| 09.30 | Plenary session |
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Keynote presentation:

[Prof. Anne-Mette Hjalager](#), University of Southern Denmark

- 10.30 Coffee break
- 11.00 Workshop presentations
- 13.00 Lunch
- 14.30 Workshop presentations
- 16.00 Closing session

Discussant: [Prof. Dimitri Ioannides](#), Mid Sweden / Missouri State Universities

Presentation of the RSA Network on Tourism and Regional Development

[Prof. Henrik Halkier](#), Aalborg University

[Prof. Marek Kozak](#), University of Warsaw

- 17.30 Bus departs for optional workshop dinner (40€) in the [city of Reus](#)
- 18.00 Visit to the [Gaudí Centre](#), Reus
- 19.30 Aperitif in a traditional Catalan Vermouth factory – [Rofes](#)
- 20.00 Workshop Dinner
- 22.30 Bus to hotel

Thursday 13th February 2014

Study visit: Regional Development and Tourism on Catalonia's Costa Daurada
(optional, at additional cost of €30)

- 09.00 Bus departs from hotel (with participants' luggage on board if heading to the airport afterwards)
- 09.15 Central Costa Daurada towns ([La Pineda](#), [Salou](#), [Cambrils](#)) and [Port Aventura](#) theme park
- 10.30 Northern Costa Daurada: [Cellers Avgstvs Forvm Bodega](#); [D.O. Penedès](#); wine tourism in El Vendrell
- 11.30 Visit to the [Sant Salvador](#) beachfront, [Pau Casals Visitor Centre](#)
- 13.00 Lunch (included in the study visit price)

- 14.30 Bus departs for a drop-off at Barcelona Airport Terminals One and Two for those who have an afternoon / evening flight (included in the study visit price)

OR

- 14.30 For those returning to Vila-seca/ hotel: Option to spend free time in the coastal town of [El Vendrell](#) until the bus returns from Barcelona airport to head back to Vila-seca.
- 15.30-16.00 Bus arrives at BCN airport terminals (traffic dependent!)
- 16.30-17.00 Bus arrives in El Vendrell to return to Vila-seca/ hotel.

About the RSA Research Network on Tourism and Regional Development

The *Regional Studies Association Research Network on Tourism and Regional Development* is supported financially by the Regional Studies Association and is organised by

Henrik Halkier, Aalborg University, Denmark - halkier@ihis.aau.dk

Marek Kozak, University of Warsaw, Poland - m.w.kozak@uw.edu.pl

Student Bursaries

The RSA has kindly provided bursaries of up to 200 euros to support travel of postgraduate students or other delegates with limited financial means of their own in order to encourage as wide a participation in the working group as possible. If you are interested in applying for a travel bursary, then please contact Henrik Halkier (halkier@cgs.aau.dk). Grants will be awarded to qualifying applicants on a first-come-first-served basis and recipients must have had their abstract accepted to present a paper at the workshop.

Fees

| Registration packages | RSA Member | All other participants |
|--|------------|------------------------|
| PACKAGE ONE | | |
| COMPLETE: Workshop plus dinner on 12/02/14 and study visit on 13/02/14; includes workshop documentation, welcome reception, coffee breaks, two lunches, Tarragona visit, dinner in Reus and study visit | €170 | €190 |
| PACKAGE TWO | | |

| | | |
|---|-----------|-----------|
| WORKSHOP PLUS DINNER on 12/02/14; <i>includes workshop documentation, welcome reception, coffee breaks, two lunches, Tarragona visit and workshop dinner in Reus.</i> | €140 | €160 |
| PACKAGE THREE WORKSHOP PLUS STUDY VISIT on 13/02/14; <i>includes workshop documentation, welcome reception, coffee breaks, two lunches, Tarragona visit and study visit</i> | €130 | €150 |
| PACKAGE FOUR WORKSHOP ONLY; <i>includes workshop documentation, welcome reception, coffee breaks two lunches and Tarragona visit.</i> | €100 | €120 |
| PACKAGE FIVE FULL TIME POSTGRADUATE PARTICIPANT:* <i>Includes workshop documentation, coffee breaks lunches and Tarragona visit.</i> <i>* Please note that for this option, full time PG students will need to show their institutional student identification upon registration or send a scanned copy thereof along with this registration form.</i> | No charge | No charge |
| PACKAGE SIX ADD the Workshop Dinner in Reus 12/02/14 for a full time postgraduate student OR accompanying persons | €40 | €40 |
| PACKAGE SEVEN ADD the Study Visit 13/02/14 for a full time postgraduate student OR accompanying persons | €30 | €30 |

Registration

The registration form will be available to download from the RSA website:

<http://www.regionallstudies.org/events/event/evolution-and-transformation-in-tourism-destinations-revitalisation-through>

Completed registration forms should be returned by email to meritxell.fuguet@pct-turisme.cat with any required accompanying documentation and a scanned copy of the bank payment receipt. Please note that registration will not be formalised until this payment receipt has been received.

Publications

Following this workshop, the intention is to produce one or more publications, in the form of special issues of peer reviewed journals or edited books.

Additional information:

Venue:

The workshop will take place at (or close to) the URV campus in the town of Vila-seca, which is easily reached by train or bus from Tarragona, Reus and Barcelona.

Address: Faculty of Tourism and Geography, Rovira i Virgili University Vila-seca campus, C. Joanot Martorell 15, 43480 Vila-seca, Catalonia (tel 0034 977395294)

Map of the venue: <http://www.urv.cat/localitzacio/14/facultat-de-turisme-i-geografia>

Accommodation – more details to follow, a special rate will become available at participating hotels.

Travel to the workshop venue

The closest airport to the Costa Daurada is REUS, which is served principally by Ryanair. BARCELONA airport is approximately 1.5 hours away and is also a good option.

Reus Airport

<http://www.aena-aeropuertos.es/csee/Satellite/Aeropuerto-Reus/en/Home.html>

Barcelona Airport

www.aena-aeropuertos.es/csee/Satellite/Aeropuerto-Barcelona/en/Home.html

Trains to Vila-seca from Tarragona, Reus or Barcelona

<http://www.renfe.com/EN/viajeros/index.html>

Buses to Vila-seca from Tarragona or Reus

http://autocaresplana.pesvalencia.com/servicios_linea.asp?i=1

About the host organisations

GRATET – Research Group on Socio-spatial Analysis and Tourism Studies

The research group on socio-spatial analysis and tourism studies (Grup de Recerca d'Anàlisi Territorial i Estudis Turístics – GRATET) of the Department of Geography in the Faculty of Tourism and Geography at the Rovira i Virgili University is a consolidated research group supported by the Generalitat de Catalunya (the Catalan Government) under the contract number 2009 SGR 744. The group's research activities are centred on the spatial analysis of social and economic development processes and impacts of tourism. It is led by Dr. Salvador Anton Clavé (salvador.anton@urv.cat) and members are currently working on the major project “*Tourism, residential mobility and territorial competitiveness. Local responses to dynamics of global change* (GLOBALTUR / CSO2011-23004) funded by the Spanish Ministry of Economy and Competitiveness (http://www.urv.cat/dgeo/gratet/en_index.html).

URV Science and Technology Park for Tourism and Leisure

The *Parc Científic i Tecnològic de Turisme i Oci* [Science and Technology Park for Tourism and Leisure] was founded in 2006 by Rovira i Virgili University, the Vila-seca town council and the Province of Tarragona Hospitality and Tourism Business Federation (FEHT). It is a jointly run coordination and management body for research, training, innovation and business development that arose as a result of collaboration between public and private stakeholders in one of the most tourism-oriented Mediterranean coastal regions. The PCT's mission is to become an international hub for the tourism knowledge economy, generating an ideal environment for investment in tourism RDI and providing the knowledge the tourism sector needs to ensure its sustainable develop at both the local and wider regional scales. It is a jointly run coordination and management body for research, training, innovation and business development that arose as a result of collaboration between public and private stakeholders in one of the most tourism-oriented Mediterranean coastal regions. (<http://www.pct-turisme.cat/eng/index.php>)

The GLOBALTUR Project

Tourism, Residential Mobility and Territorial Competitiveness. Local Responses to Dynamics of Global Change (GLOBALTUR)

Project ref. CSO 2011-23004, PLAN NACIONAL de I+D+i 2008-2011, funded by the Spanish MINISTRY OF ECONOMY AND COMPETITIVENESS. The GLOBALTUR project's goal is to study the role of consolidated tourism coastal destinations as spaces where social innovation, territorial competitiveness and the development of global responsible policies are fostered. The project seeks to analyze the effects of residential mobility associated with tourism activity and flows on the competitiveness of destinations, to evaluate the role of policies on their development dynamics and to study the responses that they elicit face to the challenges of global change. The basic hypothesis of the project assumes that the increasing transformation of population mobility – and the multiplication of its forms – has spurred the development of complex urban structures, the current mature tourism destinations, and of new demographic and economic processes that led to the emergence of new social, territorial and environmental conflicts. In this context, destination spaces acquire new functionalities, turning into places for innovation and

development, and generating new opportunities for the regions where they are located, that face new risks derived from the dynamics of global change. The project links the analysis of tourism destinations with the creation and development of the urban space in an innovative way, analyzing the role of tourism destinations in the current context of reconfiguration of the social, economic and cultural networks associated with the consolidation of new forms of mobility, and placing the analysis of tourism destinations into the core of the debate about the effects of globalisation and of its limitations at different scales.

Other links of interest

Rovira i Virgili University
http://www.urv.cat/en_index.html

Science and Technology Park for Tourism and Leisure URV
<http://www.pct-turisme.cat/eng/>

Faculty of Tourism and Geography, URV
http://www.ftg.urv.cat/en_index.html

Department of Geography, URV
http://www.urv.cat/dgeo/en_index.html

Catalonia Tourism Info
<http://www.catalunya.com/?language=en>

Costa Daurada Tourism Info
http://www.costadaurada.info/d1/index.php?idioma=EN_EN

Vila-seca / La Pineda Tourism Info
<http://www.lapinedaplatja.info/index.php?idm=en>

Barcelona Tourism Info
<http://www.barcelonaturisme.com>

The *Landscapes of the Geniuses* Project
<http://www.elpaisatgedelsgenis.cat/?idm=en>