



Towards Responsible Tourism – opportunities and challenges

We warmly invite you to the Symposium of Finnish Tourism and Leisure Research 2019 to be held in Joensuu 27th – 28th May 2019. The symposium is organized by the Centre of Tourism Studies, Business School, University of Eastern Finland, in co-operation with the Finnish Society for Tourism Research.

The theme for the symposium is “Towards Responsible tourism”

With the increasing awareness and understanding of consumers as well as with the alarming results of the IPCC 2018 report on the speed of climate change, tourism businesses and destinations face a need to adapt and transform their operations to become more sustainable and tourists also need to behave more responsibly. Sustainability and responsibility is becoming more and more important for the long-run competitiveness. The development of responsibly managed and marketed tourism products and services is crucial for destinations and service providers in tourism in order to create true sustainable experiences for their guests.

Because of its growing importance, The Symposium of Finnish Tourism and Leisure Research 2019 endeavors to examine different aspects of responsible tourism. Participants are welcome to present both state-of-the-art empirical and conceptual research papers providing the basis for constructive and inspiring sessions. The range of sub-topics related to the theme of “Towards Responsible Tourism” includes:

- Opportunities and challenges in development of responsible tourism services
- Responsible tourism entrepreneur
- Responsible tourist behavior
- Responsible/Sustainable tourism experiences
- Digitalization for responsible tourism
- Stakeholder engagement and co-creation of responsible tourism
- Marketing and communication of responsible tourism services
- Sustainability labels and certifications
- Demand for responsible tourism services and the role of consumers
- Understanding the impacts of tourist activities
- The role of interpretation in responsible tourism
- Monitoring, measuring and evaluation of responsible/sustainable tourism strategies
- Tourism and global climate change
- Theoretical and methodological approaches for assessing responsible tourism
- Other topics related to tourism research

We invite authors to submit an abstract for consideration by the scientific committee of the symposium. Please send the abstracts to jarno.suni@uef.fi by no later than 17th March 2019. Abstracts should be no more than 500 words in length, written in Times New Roman (12), double-spaced and with references in APA format. Guide for APA formatting can be found here:

https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/reference_list_basic_rules.html. Please include your full name and contact information below the title. Abstracts can be written in English or in Finnish.