



**Visioning the Future of Tourism
International Academy for the Study of Tourism
KU Leuven, Leuven, Belgium**

May 30 – June 3, 2022



Flanders
State of the Art

KU LEUVEN



Visioning the Future of Tourism
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KU Leuven, Leuven, Belgium

WELCOME TO THE ACADEMY CONFERENCE 2022

The world has experienced many important disasters as the results of the pandemic, global climate change, and economic and political instability, and which have rapidly resulted in huge changes within society including tourism. While these 'forces of change' continue to dominate society, it is imperative that the Academy along with its partners within the tourism community consider its future. With the hiatus caused by covid and now the war in Ukraine, the 2022 Academy Conference will take a special turn where the goal of this conference will be to identify basic 'principles' which might 'guide' tourism research. Basically, we are hoping to create a 'manifesto' for tourism scholarship with the goal of affecting the future of tourism.

With this vision for the Conference, the first two days will feature research by Academy Fellows and invited European scholars which focuses on the forces of change and their impact of tourism futures. The third day - Wednesday - will involve many leaders of European tourism, Flanders Tourism. The Thursday will use panel discussions to ask Academy Fellows and invited representatives of the European Tourism Community to discuss some basic principles which could - should guide tourism research, and which could affect the future of tourism. The last day of the conference brings this discussion full circle wherein Academy Fellows and invited European scholars) to present their research. A final session of the conference is used to discuss how the Academy might play an essential role in shaping tourism futures.

I welcome you to the Academy Conference so that we can benefit from your knowledge and experience in discussing the future of tourism. I sincerely hope that we agree upon some form of 'guidelines' (see the attached manifesto for European tourism) which outlines how tourism research can contribute to shaping a positive tourism future and therefore the world at large. I thank KU Leuven, Flanders Tourism and the Leuven Convention Bureau for their support of this Conference.

Karl Wöber
President
International Academy for the Study of Tourism

Visioning the Future of Tourism
International Academy for the Study of Tourism

Monday, May 30th

8:00 – 9:00 Coffee and Participant Registration

9:00 – 10:30 Opening Session: Visioning the Academy for the Future of Travel and the Travel Industry

Bob McKercher **Introduction and welcome**
Karl Wöber Welcome to Academy Conference
Gerard Govers Welcome to KU Leuven
Karolien Hellemans Welcome to Leuven
Stefan Gössling Keynote: Tourism is (in) a crisis: Academia and desirable futures

10:30 - 11:00 Break

11:00 – 12:30 Researching the future: Understanding the forces shaping the future of tourism

Moderator: *Muzaffer Uysal*

Jan van der Borg The Return of Overtourism. Building Back Better?
Serena Volo Shaping future tourism: From individual to collective forces
Jarkko Saarinen Governing resilience and responsibility in future tourism
Astrid Dickinger Research avenues to contribute to the future of tourism

12:30 - 13:30 Lunch

13:30 – 15:00 Researching the future: Understanding the dynamics of future tourism

Moderator: *Larry Dwyer*

Iis Tussyadiah Traveling in the age of algorithms
Ljubica Knezevic Cvelbar The roles of DMMO in the future
Ulrich Gunter Some visions for European tourism regions
John Kester Have travel and tourism fundamentals changed?

15:00 – 15:30 Break

15:30 – 16:45 Panel Discussion: Setting an Agenda for the Study of Tourism

Moderator: *R. W. Butler*

Panelists: *Susanne Becken, Clemens Költringer, Vincent Nijs, Noam Shoval*

15:00 – 15:30 Break

17:00 – 18:00 Business Meeting I

19:00 – 21:00 New Fellows' Reception (Fellows only)

Alan Fyall BYO cheese and wine - Introductions of new Fellows

Room Assignment

Room: Zaal Couvreur (AGOR M01.E50)

Room: Lobby, Faculty Club, KU

Room: Aula Emma Vorlat (AGOR 00.E20)

Room: Faculty Club, KU

Day 1

Special Location

Visioning the Future of Tourism
International Academy for the Study of Tourism

Tuesday, May 31st

| | |
|----------------------|---|
| 8:00 – 9:00 | Coffee and Participant Registration |
| 9:00 – 10:30 | Invited Scholars on understanding the factors shaping the future of tourism Moderator: <i>Eugenio Aguilo-Perez (tbc)</i> <i>Marina Novelli</i> Tourism and the Quest for a Better Future <i>Scott Cohen</i> Hypermobility and climate change: Towards a just future <i>Xavier Font</i> Sustainability marketing and communication in tourism and hospitality |
| 10:30 - 11:00 | Break |
| 11:00 – 12:30 | Invited Scholars on understanding the factors shaping the future of tourism Moderator: <i>Alison Gill</i> <i>Salvador Anton Clavé</i> Tourisms Transitions. Transnational (EU) tourism policies transforming local destinations <i>Albert Assaf</i> Performance modelling: Future directions and emerging issues in tourism <i>Tanja Mihalič</i> Past present and future of sustainable tourism paradigm |
| 13:00 – 18:30 | Trip to explore tourism development projects in Belgium: La Biomista Tour includes a brainstorming session on how to better incorporate local involvement Meet at Aula Emma Vorlat. Box lunch is provided. |
| 18:30 – 19:30 | Reception at Town Hall <i>Denise Vandervoort</i> Welcome from the Mayor’s Office <i>Karl Wöber</i> Welcome from the International Academy for the Study of Tourism |
| 20:00 - | Dinner on your own |

Room Assignment

| | | |
|---|--------------------------------------|--------------|
| Room: Zaal Couvreur (AGOR M01.E50) | Room: Lobby, Faculty Club, KU | Day 2 |
| Room: Aula Emma Vorlat (AGOR 00.E20) | Room: Faculty Club, KU | |
| Special Location | | |

Visioning the Future of Tourism
International Academy for the Study of Tourism

Wednesday, June 1st

| | |
|---------------|---|
| 8:00 – 9:00 | Coffee and Participant Registration Registration desks/ registration checking/coat checking |
| 9:00 – 11:00 | Flanders Day: The Future of Tourism <i>Katrina Sichel</i> Moderator <i>Peter De Wilde</i> Welcome Flanders Day <i>Karl Wöber</i> Welcome to the International Academy for the Study of Tourism <i>Bart Neuts</i> KU Leuven <i>Denise Vandevoort</i> Welcome and the future of tourism <i>Rohit Talwar</i> Trends of the future |
| 11:00 - 11:30 | Break |
| 11:30 – 13:00 | Panel Discussion: Innovation in times of crisis Moderator: <i>Katrina Sichel</i> Best case from Slovenia - <i>Ljubica Ksenevic</i> Best case from Flanders - <i>Kristijan Svajnzger</i> Panel members: <i>Kathleen Van Boxelaer, Xavier Font, Milosz Momo, Eduardo Santander</i> Summary statement: <i>Ljubica Ksenevic</i> |
| 13:00 - 14:00 | Lunch |
| 14:00 – 15:30 | Panel Discussion: From governance to action and back Moderator: <i>Katrina Sichel</i> Best Case discussion - <i>Joni Asselberghs, Kristof Lataire</i> Panel members: <i>Terry Brown, Constanza Parra, Jos Vranken, Sven Wiltink</i> Summary statement: <i>Roger Carter</i> |
| | Break |
| 15:30 - 16:00 | |
| 16:00 – 17:30 | Panel Discussion: Mobility - It's more than CO2 emissions Moderator: <i>Katrina Sichel</i> Best case from GreenCityTrip - <i>Maarten Bastian & Flora Joossens</i> Panel members: <i>Arnaud Feist, Flora Joossens, Paul Peeters, Sven Pöllauer</i> Summary statement: <i>Valeria Croce</i> |
| 17:30 – 18:30 | Closing Reception |

Room Assignment

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|---|--------------------------------------|--------------|
| Room: Zaal Couvreur (AGOR M01.E50) | Room: Lobby, Faculty Club, KU | Day 3 |
| Room: Aula Emma Vorlat (AGOR 00.E20) | Room: Faculty Club, KU | |
| Special Location | | |

**Visioning the Future of Tourism
International Academy for the Study of Tourism**

Thursday, June 2nd

8:30 – 9:30 Coffee and Participant Registration

9:30 – 11:00 Panel Discussion – Publishing and the Future of the Academy
Moderator: *Bob McKercher*
Panelists: *Metin Kozak, Scott McCabe, Muzaffer Uysal, Serena Volo*

9:30 – 11:00 Methods and procedures to support cultural tourism development: The SmartCulTour Project
Room: SW 02.05
Moderator: *Bart Neuts*

11:00 – 11:30 Break

11:30 – 13:00 Panel Discussion – Tourism Education and the Future of the Academy
Moderator: *Alan Fyall*
Panelists: *Sara Dolnicar, Brian King, Tanja Mihalic, Youcheng Wang, Karl Wöber*

11:30 – 13:00 Methods and procedures to support cultural tourism development: The SmartCulTour Project
Room: SW 02.05
Moderator: *Alun Jones*

13:00 – 14:00 Lunch

14:00 – 16:00 Explore Leuven - Tour the City provided by Leuven Convention Bureau

Dinner on your own

Room Assignment

| | | |
|---|--------------------------------------|--------------|
| Room: Zaal Couvreur (AGOR M01.E50) | Room: Lobby, Faculty Club, KU | Day 4 |
| Room: Aula Emma Vorlat (AGOR 00.E20) | Room: Faculty Club, KU | |
| Special Location | | |



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870708

**Visioning the Future of Tourism
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| Friday, June 3rd | |
|------------------|---|
| 9:00 – 9:30 | Coffee and Participant registration |
| 9:30 – 10:30 | Emerging scholars on researching the future of tourism Moderator: <i>Don Hawkins</i> <i>Vincent Tung</i> The future of tourism: A multi-phase, multi-stakeholder perspective <i>Ming Ming Cheng</i> The future of social media and its impact on tourism <i>Xiao Xiao Fu</i> Travel and life: A developmental perspective on consumers in the travel marketplace |
| 10:30 – 10:45 | Break |
| 10:45 – 12:30 | Academy Fellows on researching the future of tourism Moderator: <i>Kit Carson Jenkins</i> <i>Lucie Plzakova & Egon Smeral</i> Forecasting Outbound Travel after Two Years of COVID-19 Crisis <i>Shinji Yamashita & Takae Tanaka</i> The transformation of tourism in Japan after COVID-19, presented by Nelson Graburn <i>Norbert Vanhove</i> The future of tourism: Tourism in a new economic environment |
| 12:30 – 13:30 | Lunch |
| 13:30 – 15:00 | Panel Discussion – The Future of tourism and the Academic Landscape Moderator: <i>Pauline Sheldon</i> Panelists: <i>Susanne Becken, Frederic Dimanche, Alan Fyall, Ulrike Gretzel, Christian Laesser</i> |
| 15:00 – 15:30 | Break |
| 15:30 – 16:30 | Business Meeting II (Fellows only) |
| 19:30 – 23:00 | Fellows Dinner (Fellows and invited guests) at the Faculty Club |

Room Assignment

| | | |
|--------------------------------------|-------------------------------|--------------|
| Room: Zaal Couvreur (AGOR M01.E50) | Room: Lobby, Faculty Club, KU | Day 5 |
| Room: Aula Emma Vorlat (AGOR 00.E20) | Room: Faculty Club, KU | |
| Special Location | | |

TOUR PROGRAM FOR ACCOMPANY PERSONS

Monday afternoon – St. Peters Church

Visit St. Peters Church & Museum. Meet at the St. Peter's Church at 13:00. The tour will last for 2 – 3 hours.

Wednesday afternoon – Botanical Garden

City walk with visit to the Botanical Garden. We are planning the walk to end at the Faculty Club at 17h so the partners can join the drink organized by Visit Flanders. Meet at the gates of the Botanical Garden at 13:00. The tour will last for 2 – 3 hours.

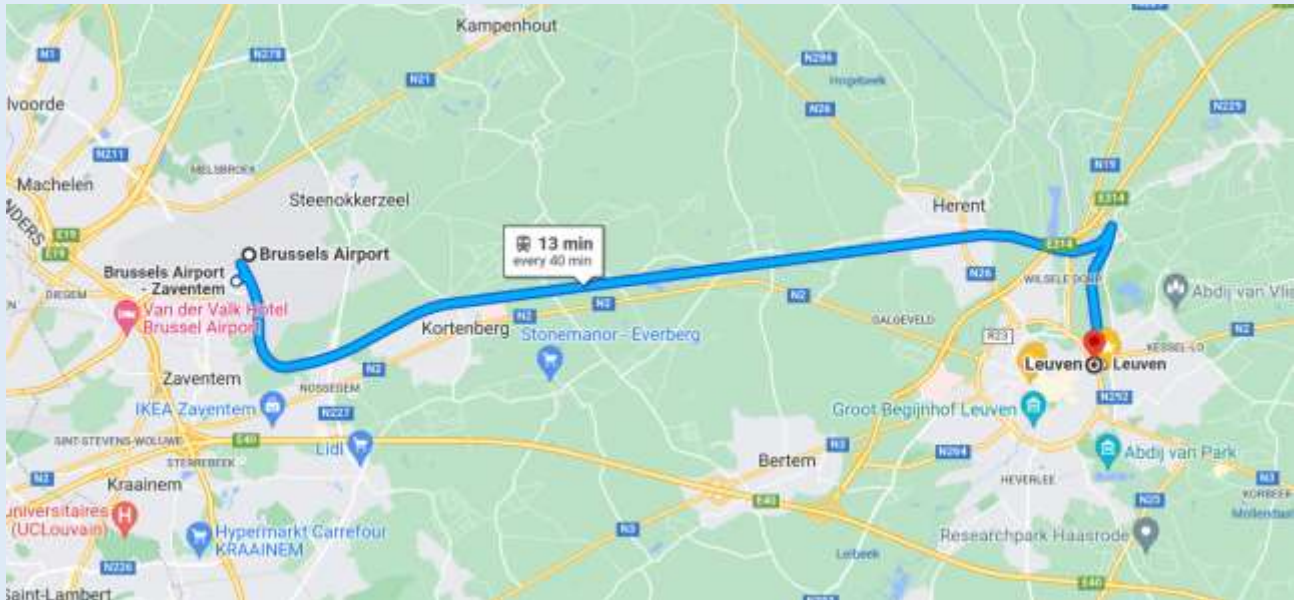
Friday morning – Leuven City and University Library

Visit City Hall Leuven & University Library. Meet at the City Hall at 10:00 and will last for 2 – 3 hours.. This will leave sufficient time to relax and prepare for the dinner at the Faculty Club.

****** Please note that the times are estimated and will be specified at the start of the Conference.**

DIRECTIONS FROM BRUSSELS AIRPORT

Distance *between* Brussels Airport and Leuven is 15 KM and 262 meters that is 9.5 miles.



BRUSSELS AIRPORT

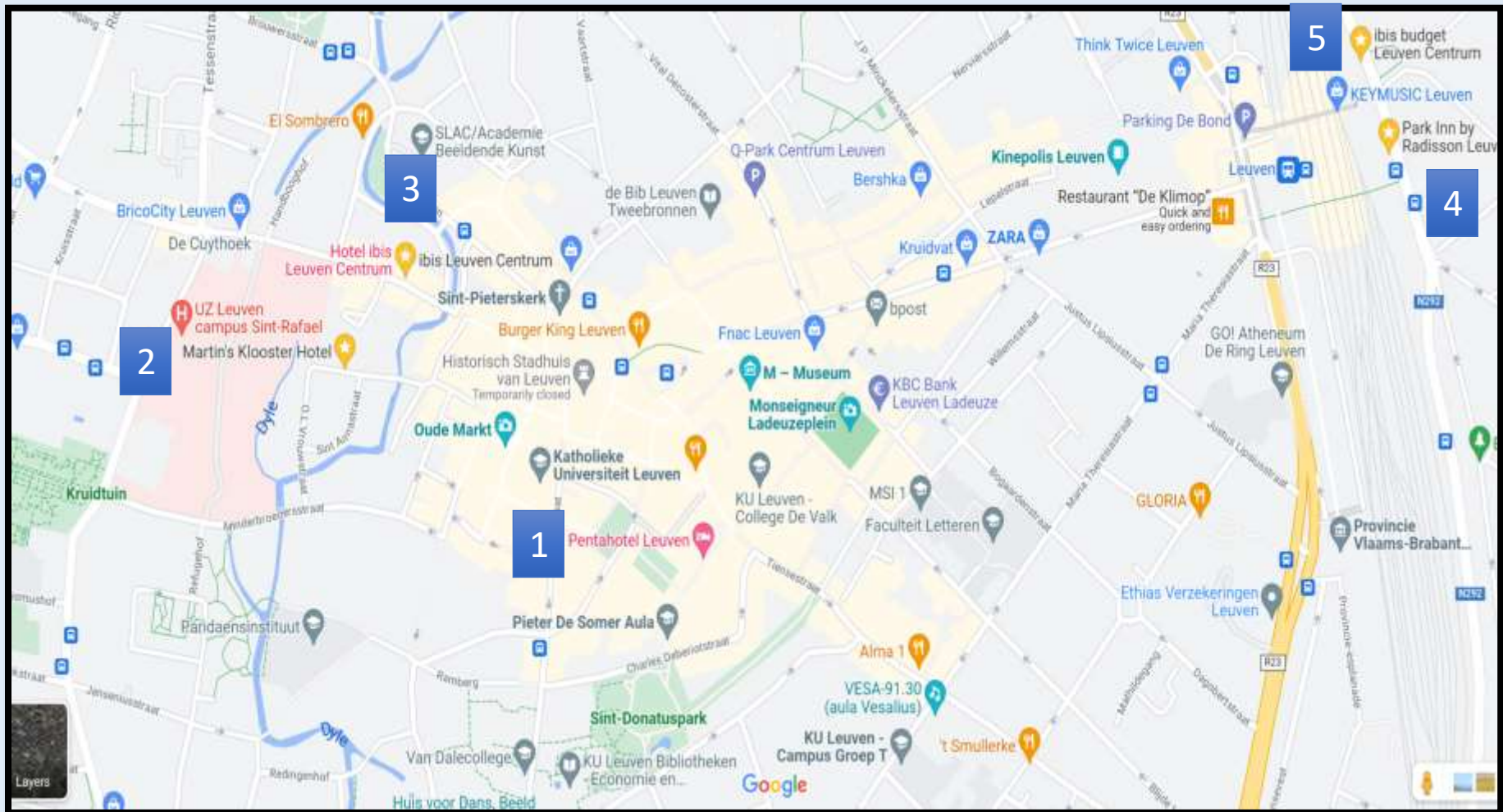
The national airport of Belgium lies just outside of Brussels. Its railway station is located under the airport. Train from Brussels Airport to Leuven:

- 2 connections per hour/about 15 minutes
- Standard ticket, 2nd class, single and adult fare for € 8.80
- First train at 05:17, last train at 23:52 (on Sat and Sun at 05:39 and 23:51)

INFORMATION ABOUT ENTRY INTO BELGIUM

Please see the link for the most up-to-date information regarding entry requirements into Belgium. <https://www.info-coronavirus.be/en/faq/>

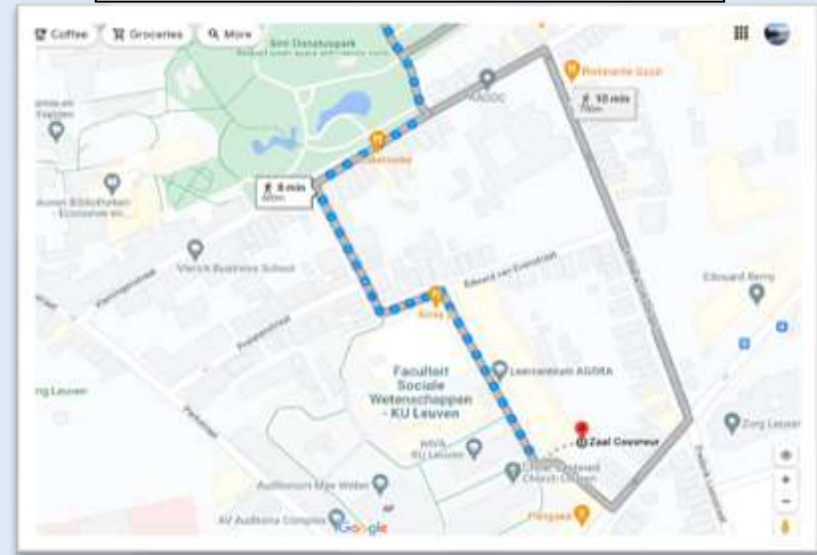
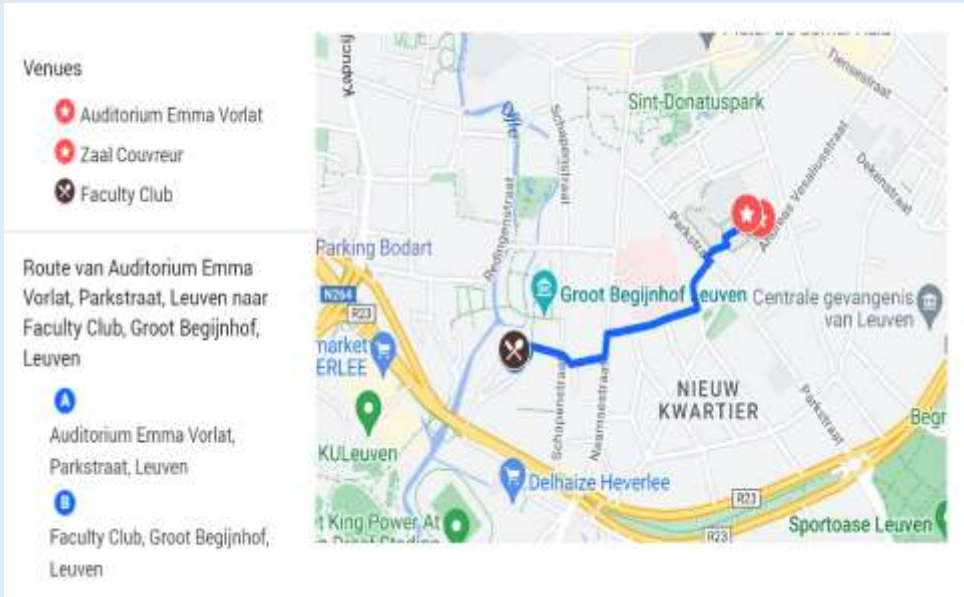
MAP OF CENTRAL LEUVEN AND RECOMMENDED HOTEL ACCOMMODATIONS



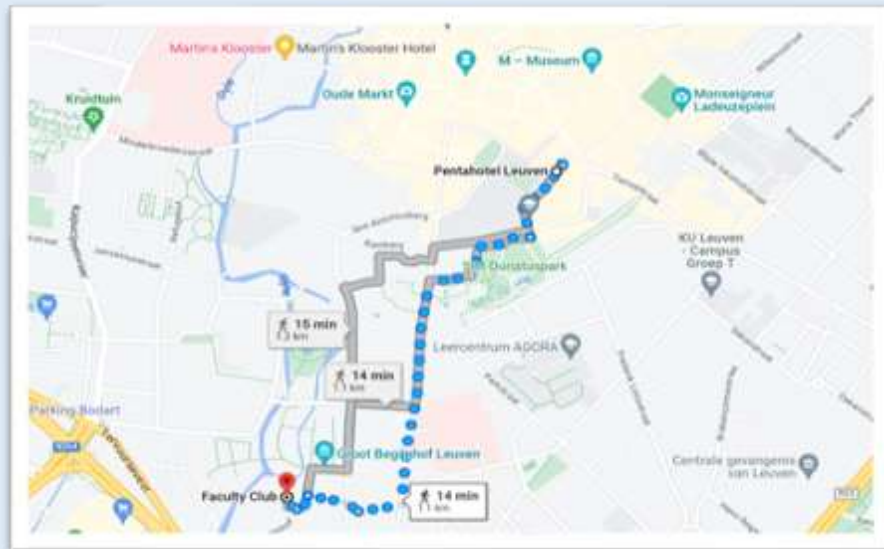
Note that hotels 4 and 5 are next to the train station and within walking distance to the University. With this said, it is advised that hotels 1, 2, and 3 are much more centrally located and therefore easy walking distance to the University as well as many restaurants, pubs, and other interesting attractions.

MAP OF CENTRAL LEUVEN AND KU CONFERENCE PLACES

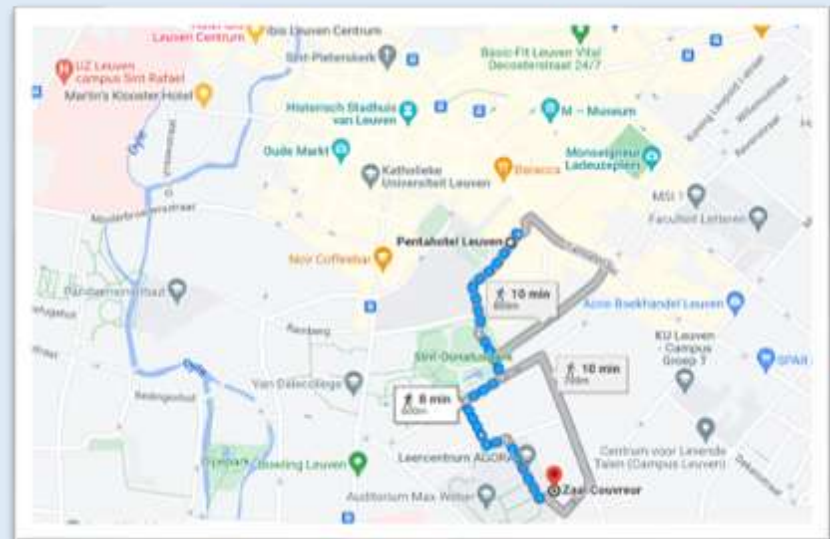
Routes through KU campus to Conference Room



Routes from Penta Hotel to Faculty Club



Routes from Penta Hotel to Conference Room



RECOMMENDED CONFERENCE ACCOMMODATIONS

Pentahotel Leuven ****



Alfons Smetsplein 7
3000 Leuven
Tel: +32 16 31 76 00

| | |
|-----------------------------|---------------|
| Standard room | EUR 130 - 150 |
| Junior Suite | EUR 180 - 200 |
| Breakfast buffet per person | EUR 20 |

Pentahotel is a 8
minute walk to
Campus

Restaurant and bar Wi-Fi available
Fitness Room Parking (extra cost)

Martin's Klooster ****



Onze-Lieve-
Vrouwstraat 18 3000
Leuven
Tel: +32 16 21 31 41

| | |
|-----------------------------|---------------|
| Cosy room | EUR 99 - 139 |
| Cosy Plus room | EUR 119 - 159 |
| Charming room | EUR 139 - 179 |
| Exceptional room | Upon request |
| Breakfast buffet per person | EUR 22 |

Martin's Klooster
is a 15 minute walk
to Campus

Restaurant and bar Wi-Fi available
Parking (extra cost)

Ibis Leuven Centrum ***



Brusselsestraat 52
3000 Leuven
Tel: +32 16 29 31
11

| | |
|----------------------------------|---|
| Standard one person room | EUR 119 - 139 week EUR 69 - 89 weekend |
| Standard room double bed | EUR 119 - 139 week EUR 69 - 89 weekend |
| Standard room two single beds | EUR 119 - 139 week EUR 69 - 89 weekend |
| Breakfast buffet per person | EUR 15 |

Ibis Leuven
Centrum is a 20
minute walk to
Campus

Park Inn by Radisson ***



Martelarenlaan 10
3010 Leuven
Tel: +32 16 47 98 80

| | |
|---|---|
| Standard room two single beds | EUR 55 - 90 week EUR 50 - 65 weekend |
| Standard room double bed | EUR 55 - 90 week EUR 50 - 65 weekend |
| 3 person room with 1 double bed and 1 single bed | EUR 55 - 90 week EUR 50 - 65 weekend |
| Breakfast buffet per person | EUR 8 |

Park Inn by
Radisson is a 19
minute walk to
Campus

Wi-Fi available

Ibis Budget *



Martelarenlaan 10
3010 Leuven
Tel: +32 16 47 98 80

| | |
|---|---|
| Standard room two single beds | EUR 55 - 90 week EUR 50 - 65 weekend |
| Standard room double bed | EUR 55 - 90 week EUR 50 - 65 weekend |
| 3 person room with 1 double bed and 1 single bed | EUR 55 - 90 week EUR 50 - 65 weekend |
| Breakfast buffet per person | EUR 8 |

Ibis Leuven
Centrum is a 20
minute walk to
Campus

Wi-Fi available

EUROPEAN TOURISM MANIFESTO – PRIORITIES

This paper has been prepared by the European Tourism Manifesto alliance, which gathers more than 60 European public and private organisations, covering the whole tourism value chain and beyond. The alliance calls on the European Union for action on key policy priorities for the tourism sector. For more information, please visit tourismmanifesto.eu.

The Secretariat and Chairmanship of the alliance are currently held by the European Travel Commission (ETC). For any enquiries, please contact us via tourismmanifesto.eu/contact/.

The European Tourism Manifesto alliance calls for the development of a concrete EU roadmap to restart travel and tourism. Such a roadmap should be developed by the EU in close cooperation with industry and social partners, primarily via a newly created Commission Task Force for the Restoration of the Free Movement of People. This Task Force should base itself on risk-based and data-driven assessments to identify the conditions and prospective scenarios under which current restrictions to international travel could be reconsidered and ultimately lifted in a coordinated manner across the EU and beyond. In particular, it would track the progress and impact of ongoing vaccination campaigns as well as mitigation measures such as health safety measures, testing and quarantines on risk levels involved with intra-EU and international travel. This roadmap will need to be agile and updated on a regular basis.

This paper details some recommendations that could be integrated in such a roadmap, supported by travel and tourism stakeholders.

Competitiveness

1. Achieve smarter Schengen visa policies and processes to minimise the deterrence to legitimate travellers whether for leisure or professional purposes.
2. Reduce administrative and fiscal burdens, support business creation and promote cross-border sales and service provision.
3. Promote smarter tax policies and better coordination between EU, national, regional and local authorities to ensure Europe remains a competitive destination to visit and in which to do business. VAT, levies, local taxes and air passenger taxes should be included within the scope of the review of the regulatory framework.
4. Ensure level playing field and fair competition for all tourism service providers.

Digitalisation

5. Develop EU financial support for the digitalisation of the tourism sector and the creation of expert forums in order to promote good practice.
6. Ensure transparency and neutrality for online consumers and businesses. Online search and peer-to-peer platforms should be included within the scope of the review of the regulatory framework.
7. Encourage further price caps on data roaming charges, free WiFi for visitors, and more multi-lingual content related to attractions and events in destinations.

Good Governance

8. Develop a dedicated EU Tourism strategy with clear aims, objectives, indicators and actions for tourism in the EU involving all tourism stakeholders.
9. Prevent regulatory duplication and remove regulatory contradictions within the single market for tourism services, by ensuring better coordination of policies and regulations affecting tourism among DGs.
10. Provide appropriate notice (minimum 24 months) for any changes to relevant regulations (tax or other) affecting tourism.
11. Ensure transparency in the collection and subsequent use of tax income arising from the visitor economy*.
12. Simplify tax and consumer protection law and ensure consistent enforcement.
13. Identify and promote good practice in tourism reflecting the aims and actions proposed in this Manifesto (e.g. tourism regulation management and corporate social responsibility).
14. Ensure systematic involvement of tourism's private-sector stakeholders as well as tourism authorities at all levels of governance.
15. Regularly monitor and evaluate the performance and impact of the visitor economy (e.g. on EU economic performance in terms of accurate sustainability and employment data).
16. Facilitate access to smart and sustainable EU funding for tourism stakeholders in relation to growth and job creation.
17. Project funding should take into account the needs of European citizens, visitors, workers, enterprises and the European organisations.

Joint Promotion

18. Support the development and ongoing promotion of the diversity of tourism offers in Europe, including pan-European thematic tourism products (e.g. cycle routes, gastronomy, culture, nature, performing arts, spa & wellness, etc.).
19. Provide funding for long-term joint promotion activities for destination Europe in origin markets, thereby adding value to the efforts of the National and Regional Tourism Organisations and other relevant organisations.
20. Facilitate private sector collaboration, promote public private initiatives (e.g. matching funding and marketing programmes) and support cross-sectoral partnerships.
21. Support and promote third-party European quality schemes where a general benefit is clear (e.g. accommodation, gastronomy, arts & heritage, destinations, thematic products etc.).

Seasonality

22. Promote good practice in extending the season and capacity (e.g. better staggering of school holidays, increased opening hours) and diversification (e.g. developing visitor opportunities for more people, such as those on low incomes, and those not tied to school holidays.)
23. Encourage development of year-round tourism by diversifying the offer, especially in destinations traditionally better known for their seasonal appeal (e.g. winter walking holidays in southern Europe;

cycling holidays in skiing resorts) or their year-long attraction based on natural resources such as countryside and active tourism.

24. Support the creative promotion of the available tourism offer throughout the year.

Skills and Qualifications

25. Promote the recognition of relevant qualifications, knowledge, skills and experience throughout the single market.

26. Raise awareness of careers within the visitor economy*.

27. Encourage a more productive relationship between training/education providers and industry.

28. Make a broader use of existing Europe-wide programmes for youth employment and develop new programmes.

29. Enhance lifelong learning schemes for people working in the tourism sector, and make them available online.

30. Support the improvement of language skills amongst tourism professionals and promote their freedom of movement.

31. Encourage cultural awareness training to improve the services provided for visitors from all origin markets.

Sustainability

32. Environmental sustainability: create strategic plan for an environmentally sustainable tourism industry (including systems, technology and infrastructure) in order to contribute to climate and sustainable job creation goals, in cooperation with all relevant DGs and international bodies as appropriate.

33. Economic and operational sustainability: ensure EU financial support for long and mid-term tourism initiatives on the European level covering the whole value chain. Ensure fair benefit from tourism for businesses in origin and destination markets, including for local communities and those who work in the sector.

34. Identify and support good practice in capacity and destination management so that supply adapts successfully to demand, and ensure that the quality of the visitors' experience goes hand in hand with the quality of life of local communities.

35. Social and cultural sustainability: manage impact on local culture and communities in destinations; maintain long-term employment in the tourism sector with fair working conditions for all, especially in key sub-sectors where recruitment and retention remain a challenge (e.g social protection, remuneration, equal opportunities, equal treatment etc.)

36. Support the concept of tourism as a right for everybody. Give a chance to every European citizen to travel, including those with low income or disabilities.

Transport Connectivity

37. Promote consumer oriented public-private platform(s) for multi-modal mobility (through improved cooperation among DGs and service providers).

38. Improve tourism and transport infrastructure, including in remote, rural, mountain, insular and coastal areas.

39. Develop a European strategy to increase connectivity of all transport modes in a sustainable way, including adapting infrastructure and information to cope with the specific needs of all travellers.
40. Improve the quality and coordination of dedicated passenger transport corridors (e.g. railway, roads, cycle routes, maritime waterways, walking paths, Single European Sky, etc.) through EU-funding.
41. Promote fair and equal access to relevant data by travel and transport operators to facilitate digital multimodal practices, including end-to-end ticketing.
42. Encourage better accessibility and in-destination facilities near tourist attractions to facilitate access and minimize disruption, as well as to eliminate language barriers.
43. Promote liberal aviation agreements at EU level opening up market access with the EU's major trading partners, address the looming airport capacity crunch and achieve the Single European Sky in order to reduce travel distances, times, costs and CO2 emissions.
44. Ensure sufficient and predictable rail infrastructure funding to increase the attractiveness and quality of rail services, as a catalyst to unleash the potential of tourism development in line with EU's modal shift targets towards rail.

**The visitor economy includes value generated by provision of tourism-related goods and services, and the value of indirect contributions from other sectors that rely on tourism including its supply chain. This includes the impact of capital investment and government expenditure related to tourism.*

For more information on the initiative and on how to join, please visit www.tourismmanifesto.eu

