

2nd Announcement of a New Upcoming International Conference and Call for Papers:

Between Overtourism and Undertourism: Implications and Crisis Management Strategies

<http://www.overandundertourism.com>

Lecce – Cavallino, Puglia, Italy

June 26th to 28th 2019



Background and Conference Aims

While a growing number of tourist destinations are experiencing over-demand or overtourism, other places which are no less interesting, are struggling to get their market share. In extreme cases, both over- and under-demand for tourism generate serious problems and challenges. Host communities experiencing overtourism are facing a deteriorating quality of life, outmigration, collapsing infrastructures and various socio-cultural, environmental and economic hardships. On the other hand, communities which so far have not had experienced substantial interest in their tourism assets may feel reluctant to initiate steps to exploit them, seeing the cost of tourism in Venice, Barcelona or Dubrovnik. Thus, while in some not yet "discovered" places, tourism development must proceed with special care, in others, mitigation of negative and unsustainable ramifications of overtourism must take place.

Furthermore, some will argue that one of the leading strategies to be adopted in pursuit of overtourism reduction is pushing tourism from over demanded to under demanded spaces. While such a policy may make some sense, it also encapsulates several risks and, if not well managed and controlled, may end up shifting overtourism to other locations instead of reducing the consequent stress.

Another aspect that this conference wishes to debate is the impact of overtourism and undertourism on the tourists' quality of experience. Apparently, the more crowded destinations are, the perceived value of the tourists' experiences diminishes. Likewise, much more meaningful and positive experiences can be attained in places hardly visited by tourists or sites that control their carrying capacities. However, if the number of tourists does not reach a critical mass, the level of services offered is also negatively affected, and this may affect the tourists' perceived experience.

The issues of over- and undertourism are not only interwoven. They represent a complex situation that needs to be considered, discussed and researched by tourism scholars using a multi- and interdisciplinary approach. Our upcoming conference will serve as a platform for discussions, exchange of ideas and practices as well as a source for practical and, hopefully, holistic solutions. We therefore, invite all those who are interested in this domain, academics and practitioners alike, to join us in Lecce and Salento, a region of Italy that, in recent years, has been facing manifestations of both over- and under-tourism. We are sure that through the site inspections and the conference papers, lectures and the think tank, participants will gain both academically and practically. So, if you share with us the concern and wish to sustainably manage the level of visitation in tourist destinations – come and join us in Lecce!

Key contacts and organizers

- Prof. Anna Trono, The University of Salento, Italy, in collaboration (anna.trono@unisalento.it) with:
- Prof Jürgen Schmude, The Ludwig-Maximilians-University/Munich, Germany (j.schmude@lmu.de), and
- Prof. Yoel Mansfeld, The University of Haifa, Israel (yoel@geo.haifa.ac.il)
- Puglia Region, Italy.

Organizing Scientific Committee:

- Prof. Anna Trono, University of Salento. Lecce. Italy (Head of Committee)
- Prof Fiorella Dallari, Alma Mater University of Bologna, Bologna, Italy
- Prof Stefano De Rubertis, University of Salento, Lecce, Italy
- Prof. Dr. Tim Freytag, Albert-Ludwigs-University, Freiberg, Germany
- Prof. Maria Gravari-Barbas, Sorbonne, Paris 1, France
- Prof. Eugenio Imbriani, University of Salento, Lecce, Italy
- Prof Dimitri Ioannides, Mid Sweden University, Sundsvall, Sweden
- Prof João Paulo Jorge. Escola Superior de Turismo e Tecnologia do Mar, Peniche, Portugal.
- Prof Guido Lucarno, Università Cattolica del Sacro Cuore, Milan, Italy
- Prof. Yoel Mansfeld, University of Haifa, Israel
- Prof. Alessia Mariotti, University of Bologna, Italy
- Prof. Harald Pechlaner, EURAC, Bolzano, Italy

- Prof Fabio Pollice, University of Salento, Lecce, Italy
- Prof. Giuseppe Rocca, Università di Genova, Italy
- Prof Santos Solla Xose Manuel, University of Santiago de Compostela, Spain
- Prof. Jürgen Schmude, LMU University, Munich, Germany
- Prof Gianluca Tagliamonte, University of Salento, Lecce, Italy
- Prof. Dr. Gordon Winder, LMU University, Munich, Germany

Suggested Topics

We would like to invite submissions on (but not limited to) the following perspectives of over- and undertourism. Submissions may be empirical, conceptual and practical:

- Creativity and innovation in solving over-and undertourism problems
- Planning as a management tool in over-and undertourism destinations
- Measuring host communities' *limits for acceptable change* – goals, methodologies and applications
- Overtourism, undertourism and residents' mobility
- Urban design strategies in support of overtourism and undertourism
- Undertourism, overtourism and urban economic challenges
- Sustainability and practical solutions in over-and undertourism situations
- Managing tourist experiences in over- and undertourism situations
- Are there universal toolkits and globally applicable solutions to over- and undertourism problems?
- Managing host-guest relations in over- and under tourism situations
- Maintaining and managing monuments, heritage and fragile sites in overtourism sites
- Innovative methodologies to measure environmental, socio-cultural and economic aspects of under- and overtourism
- Transportation management - challenges and solutions to over- and undertourism places
- Public relations management of over- and undertourism sites
- Communication strategies and practices in managing images of over-and undertourism problems
- Safety and security issues in managing over- and undertourism sites

Keynote speakers

- **Prof Harald Pechlaner**, Head of the Center for Entrepreneurship at the Catholic University of Eichstätt-Ingolstadt, Germany and Head of the Center for Advanced Studies at the European Academy of Bozen / Bolzano (EURAC research), Italy
- **Prof Mara Manente**, Director of CISET, the International Center of Studies on Tourism Economics of the University Ca' Foscari of Venice, Italy.
- **Prof Dimitri Ioannides**, Professor of Human Geography, Director of ETOUR, Masters' Program Director, Department of Tourism Studies and Geography, Mid-Sweden University, Sweden.

Session types

- Plenary sessions
- Consecutive working sessions
- Poster session
- Discussion panels
- Think tank on overtourism management (details will follow)

Program and special sessions

1. A preliminary layout of the conference program will be announced soon.
2. Participants are invited to organize special sessions and present and/or moderate them during the course of the conference. For consultation on special sessions possibilities and titles, please contact one of the organizers: Prof. Anna Trono (anna.trono@unisalento.it); Prof. Yoel Mansfeld (yoel@geo.haifa.ac.il) and/or Prof Jürgen Schmude (j.schmude@lmu.de).

Conference excursions

Prae Conference Excursion

Wednesday, June 26, 2019, h 9: 30 a m – 4:30 pm

Torre Lapillo, Porto Cesareo, Sant’Isidoro, Santa Maria al Bagno e Gallipoli. For more information, please visit the conference website at

<http://www.overandundertourism.com/pre-and-post-conference/>

Post Conference Excursion

Saturday, 29 June, 2019, h 9:00 am – 6:30 pm

Valle d’Itria: Martina Franca, Alberobello, Polignano a mare and the rock-cut settlements of rupestrian civilization named “Parco Rupestre di Lama d’Antico”. For more information, please visit the conference website at:

<http://www.overandundertourism.com/pre-and-post-conference/>

Language

The official language of the conference will be English.

Local Organising Committee

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Abstract submission

An abstract of 250-300 words (please do not include references) should be submitted. Please provide a short title, names of contributors and their corresponding affiliation and emails. The abstract should include an indication of the purpose of the study, the disciplinary approach taken, methodologies used and the main findings and insights. Please submit the abstract via email to Professor Anna Trono (anna.trono@unisalento.it) or preferably through the conference website (<http://www.overandundertourism.com>). **Please note that at least one author should present at the conference!**

Key Dates

- Deadline for **first** round of abstract submission: March 15, 2019
- Informing abstract acceptance or rejection : March 31, 2019
- Deadline for **second** round of abstract submission May 15, 2019
- Informing second round abstract acceptance or rejection: May 25, 2019
- Early bird registration to the conference: up to April, 15, 2019

Conference registration fees

- Presenters: €250
- Spouses and/or accompanying persons 50€
- Students and retired academic staff €50
- Excursion fee €50 (incl. lunch)
- Conference dinner (Torre del Parco. Lecce) €55

Refund Policy: Until 31st March: full registration fees
 1st April, 2019 – 1st June, 2019 -- 50% of registration fees
 No refund after 1st June, 2019

Publication Opportunities

All abstracts will be included in the conference proceedings. For those submitting a full paper, we are negotiating right now several publication options, both in the form of a special issue and/or an edited volume. Details will follow.

Conference website

<http://www.overandundertourism.com/>