

TRANS-TOURISM



Trans-tourism: an integrative approach to the study of the transformative role of tourism in the 21st century

Newsletter

May, 2016

Project - what do we do?

Are you one of those concerned about our collective future? Has the economic, environmental, health and social crisis that we are facing today made you wonder where the world is going, or prompted you to change the way you think or behave? Do you think that we need to change, individually and collectively, if we are to survive and prosper in the 21st century?

Welcome to TRANSTOURISM - a project that, essentially, investigates how travel can contribute to the creation of the world that works for all.

Within the project we are dealing with the potentially transformative role of tourism in the creation of more responsible economic and social systems and we are developing models of tourism practices that will potentiate such a shift. The project started in September 2014 and we plan to complete it by the end of 2018.

Follow us and share with us your thoughts on transformation through tourism!

What have we done so far?

Since the official launch of the project in July 2014, we have been very active on promoting the idea of social and cultural transformation through tourism:

- We presented it to the academic public at various international tourism conferences: Critical Tourism Studies VI: '10 years ahead: Reflections on the road less travelled and the journey ahead, in Opatija (June, 2015); Tourist Education in the 21st Century: Policies, Practices and internationalization in Belgrade (March, 2016), Participatory experience tourism (PET) for visiting students/professors of the University of Georgia, USA at the Institute for Social Sciences Ivo Pilar (May, 2015)
- In order to create the awareness of the tourism transformation potential amongst tourism practitioners and in collaboration with the UNWTO we have produced: „Global report on the Transformative Power of Tourism: A paradigm shift towards a more responsible traveller“ (http://cf.cdn.unwto.org/sites/all/files/pdf/global_report_transformative_power_tourism_v5.compressed_2.pdf)
- The report was presented at the largest tourism trade fair - ITB in Berlin in February 2016, and subsequently widely promoted through the Croatian media, attracting significant interest from professional and journalists
- In Croatia, we have promoted the idea of transformation through tourism through many appearances on radio shows and national television and we have given a dozen interviews for the trade press.
- We have talked with numerous travel entrepreneurs embracing the idea of transformative travel experience through the design of their enterprises as well as their environmental, trade and employment policies in UK, Germany, Hungary and Croatia and paid personal visits to several of them (a database of 'transformational' tourism providers is on

Tell us what you think –
join our forum:

www.forum.transtourism.com



institute for tourism 

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<http://www.transtourism.com/en/trans-tourism/database-tourism-entrepreneurs.php>

- In our ambition to develop a network of scholars and transformative leaders, we have forged links with many prominent authors who advocate the notion of a new conscious tourism. Anna Pollock, a leading tourism consultant advocating the concepts of conscious travel, visited the Institute in June last year and promoted her ideas about tourism as an important factor in shaping our sustainable future through appearance on the main news of the Croatian public broadcaster; Pauline Sheldon (Professor Emeritus at the University of Hawaii's School of Travel Industry Management) has joined us in producing the UNWTO Global report; Alexandra Feldner, the leader of FemmeQ organisation, is committed to work on the transformation of the world moving from exploitation to integration, greed to generosity, competition to collaboration. In collaboration with another similar organisation 'Rising Women, Rising World' and 'FemmeQ' organised a summit called: 'Pioneering the possible' at which one of us has attended. For a summary of the summit and its transformational power see a reflection written by one of the participants and journalists who published an article for Evolve Magazine <http://www.evolve-magazin.de/blog/femmeq/>

We have investigated

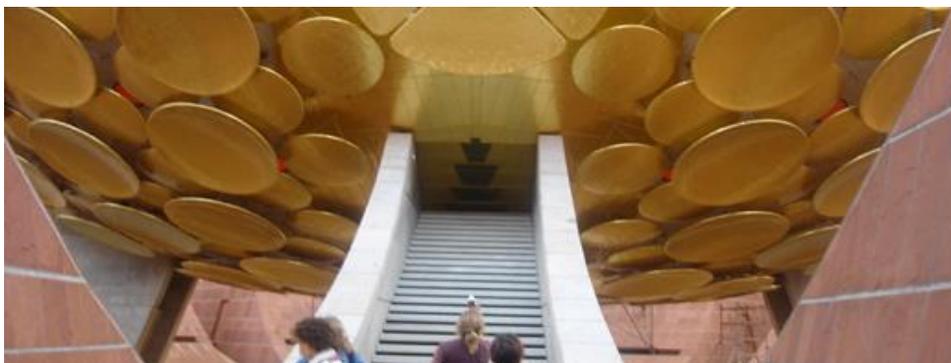
- How 'transformed' tourists (a new class of 'cultural creatives' that spearhead this transformational movement globally) are travelling and how their travel experience has impacted their values and worldviews (through a sample of 2,000 respondents in the UK, Germany, Hungary and Croatia)
- How tourism can be an agent of transformation of values and behaviours through a profound review of theories and practices
- Through in-depth interviews we explored what has motivated tourism entrepreneurs to set up their products and services in a manner that is sustainable and/or offer type of experiences designed to challenge guests' habitual values and worldviews

We have published

- A series of research reports documenting each step of our research
- The scientific article called "Theoretical Grounds of Transformative Tourism Potential" in the scientific journal International Tourism Review
- We created a database of tourist entrepreneurs in Croatia, Germany, Hungary and the United Kingdom which may be considered as transformative

Ahead of us

- New research and conferences
- Building a theory of transformative role of tourism
- Identifying practical proposals and models to harness the transformative power of tourism
- Spreading awareness and knowledge about the transformative role of tourism



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