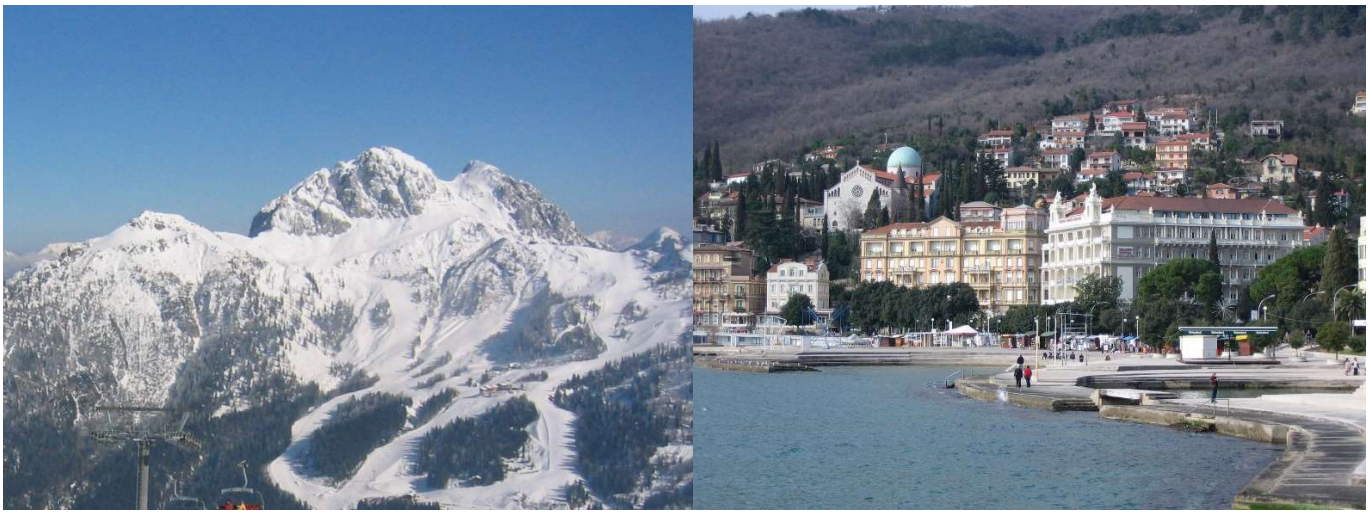
Call for Papers

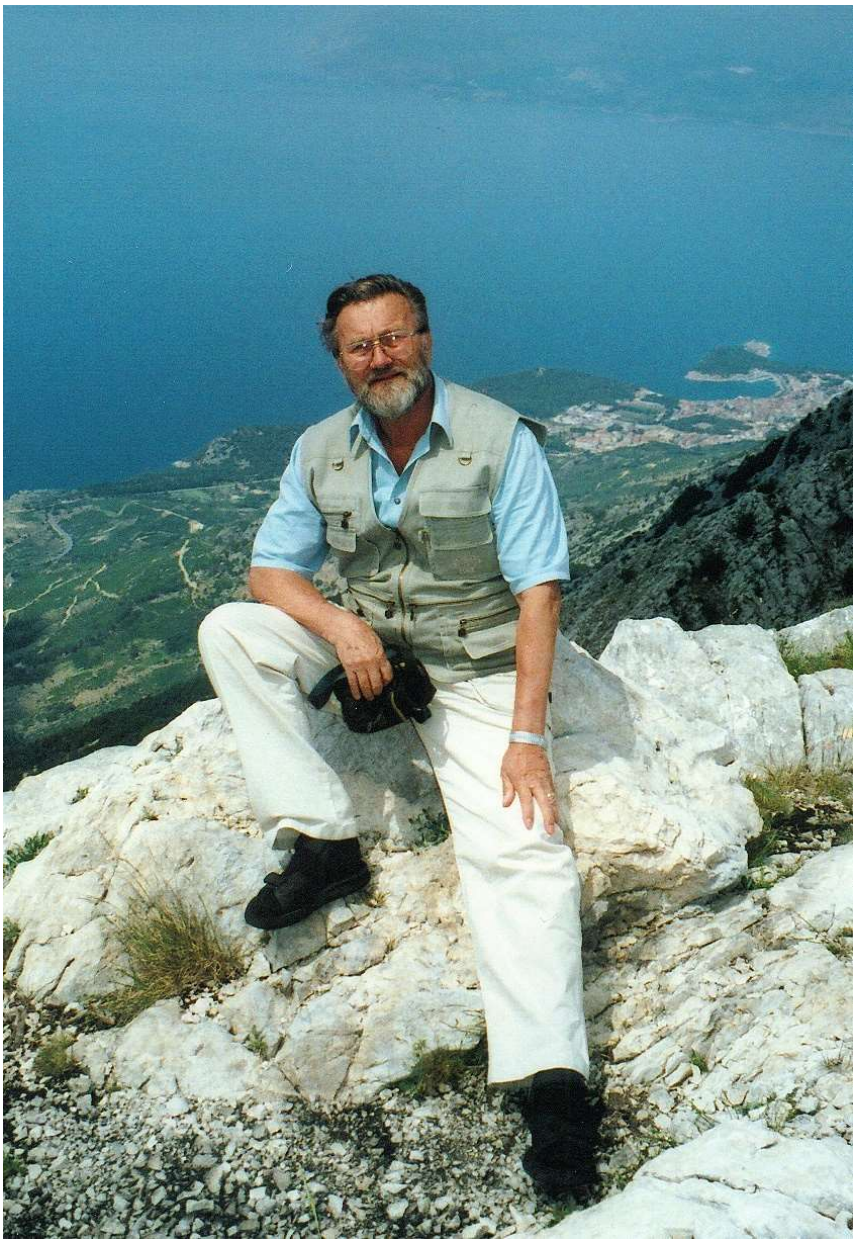
The Future of Tourism in the Alpine-Adriatic Region

International symposium in memory of Zlatko Pepeonik, 1934-2004

Hermagor, Carinthia, Austria, 22-24 October 2024



Mount Gartnerkofel at Nassfeld (left, by Markus Steiner) and Opatija (right, by Peter Jordan)



Zlatko Pepeonik at the Biokovo mountains, above Makarska, Croatia

Zlatko Pepeonik, born 1934 in Varaždin, professor at the Department of Geography, Faculty of Science of the University of Zagreb, was an eminent Croatian geographer and tourism researcher. He taught also at the Portland State University, Oregon, and the University of Texas, Austin, as well as at the University of Mostar, Bosnia and Hercegovina. He was an associate member of the Croatian Academy of Sciences, and a member of the Commission for Tourism and Recreation of the International Geographical Union (IGU). He was the editor-in-chief of the scientific journals Priroda (1984–85) and Geografski horizont (1990–94). He wrote textbooks on tourism geography. He dealt with tourism and regional geography of Croatia, Northern Europe and North America, as well as demography and spatial planning. His close relations to Austrian geography are documented by his co-authorship of the issue "International Tourism Attractions in Central and Southeastern Europe" of the Atlas of Eastern and Southeastern Europe, edited by Peter Jordan. He died twenty years ago in Zagreb, and the symposium is organized in commemoration of this fact.

Organizers

Southeast Europe Society and its Klagenfurt branch
Austrian Geographical Society and its Klagenfurt branch
University of Klagenfurt, Faculty of Social Sciences, Department of Geography and Regional Research
University of Zagreb Faculty of Science, Department of Geography
Croatian Geographical Society

Co-organizers

IGU Commission on Tourism, Leisure and Global Change
IGU Commission on Marginalization, Globalization and Regional and Local Response
Association of Slovenian Geographers
Italian Geographical Society
University of Primorska, Koper/Capodistria
Municipality Hermagor-Pressegger See
NLW Tourismus Marketing GmbH, Hermagor
Croatian Academy of Sciences and Arts, III. Department of Natural Sciences

Scientific committee

Peter JORDAN (chair), Austrian Academy of Sciences, Institute of Urban and Regional Research; University of the Free State (South Africa), Faculty of Humanities
Cristina BERETTA, University of Klagenfurt, Institute of Slavistics
Hansjörg BREY, Southeast Europe Society
Ivan ČANJEVAC, University of Zagreb, Department of Geography
Anita FILIPČIĆ, University of Zagreb, Department of Geography
Borna FUERST-BJELIŠ, University of Zagreb, Department of Geography; IGU Commission on Marginalization, Globalization, and Regional and Local Response
Slaven GAŠPAROVIĆ, University of Zagreb, Department of Geography
Igor JELEN, University of Trieste, Department of Political and Social Sciences
Mladen JURAČIĆ, Croatian Academy of Sciences and Arts
Miha KODERMAN, University of Primorska Koper/Capodistria, Department of Geography
Jelena LONČAR, University of Zagreb, Department of Geography
Mladen MARADIN, Croatian Geographical Society
Max-Peter MENZEL, University of Klagenfurt, Department of Geography and Regional Research
Vuk Tvrtko OPAČIĆ, University of Zagreb, Department of Geography
Eckehard PISTRICK, Gustav Mahler Private University of Music, Klagenfurt
Klaus SCHÖNEBERGER, University of Klagenfurt, Department of Cultural Analysis
Ivan ŠULC, University of Zagreb, Department of Geography
Julie WILSON, Universitat Oberta de Catalunya, Faculty of Economics and Business; IGU Commission on Geography of Tourism, Leisure, and Global Change

Symposium theme

The future of tourism in the Alpine-Adriatic region in the sense of the coastal areas of the northern Adriatic and their partly mountainous hinterlands faces serious challenges, first and foremost by climate change and global warming. Will in the mountains skiing and other winter sports be sustainable under the conditions of a lack of natural snow and ice? Will in the coastlands seaside tourism remain attractive in growingly hot summers, when further to the North summer temperatures are much milder and better endurable? A second challenge will be climate protection and restrictions in energy consumption. Will tourism in these areas, so far in its vast majority based on private car traffic and dependent on it, be able to survive, when the price of fuels continues to grow, and restrictions make approaching them by car less and less attractive? During the pandemic and post-pandemic period, there were many changes in tourism flows and trajectories that affected the formerly main (and often overcrowded) and marginalized tourist areas in different ways. Often marginalized places became even more marginalized, but in cases of more resilient communities, the pandemic opened up a new niche for their development. These developments also raise the broader question of the role of tourism in marginalized areas. Problems may also arise from demographic change and the desire for a more comfortable work-life balance resulting in growing difficulties to recruit labor, especially seasonal labor so important in tourism. A next set of problems may be due to continued migration from rural to urban areas with the consequence that tourism remains just a "business between foreigners", where external customers face external waiters and owners with no more local and local-cultural input except a nice scenery. Not a few parts of the Alpine-Adriatic region show already significant characteristics of this kind and convey an imagination of what that means.

This may be an incomplete listing of current and future problems, but they all ask for investigations not only in these very topics, how problems can be met and overcome, but also in the current structures of tourism, the contribution of tourism to the economy at large, its multiplier effect, its impact on regional development, especially of rural regions, its competitiveness on the larger European and global markets as well as in the question who profits or who profits most from tourism in a certain destination. The demand for research includes also studies in the historical development of tourism in the Alpine-Adriatic region, which may provide some lessons for the future, its interaction with elements of local culture, as well as comparisons with and experiences from other European regions and beyond.

All this is said on the background that tourism in the Alpine-Adriatic region is all but homogenous but composed of divergent tourism segments ranging from seaside bathing tourism to Alpine skiing, from health to urban and cultural tourism, from recreational to conference tourism and boasts a huge variety of regional and local specifics. Thus, not only studies on tourism in general and the Alpine-Adriatic region in total would be welcome, but also in-depth investigations into individual market segments and studies with a very local focus.

Suggested subtopics

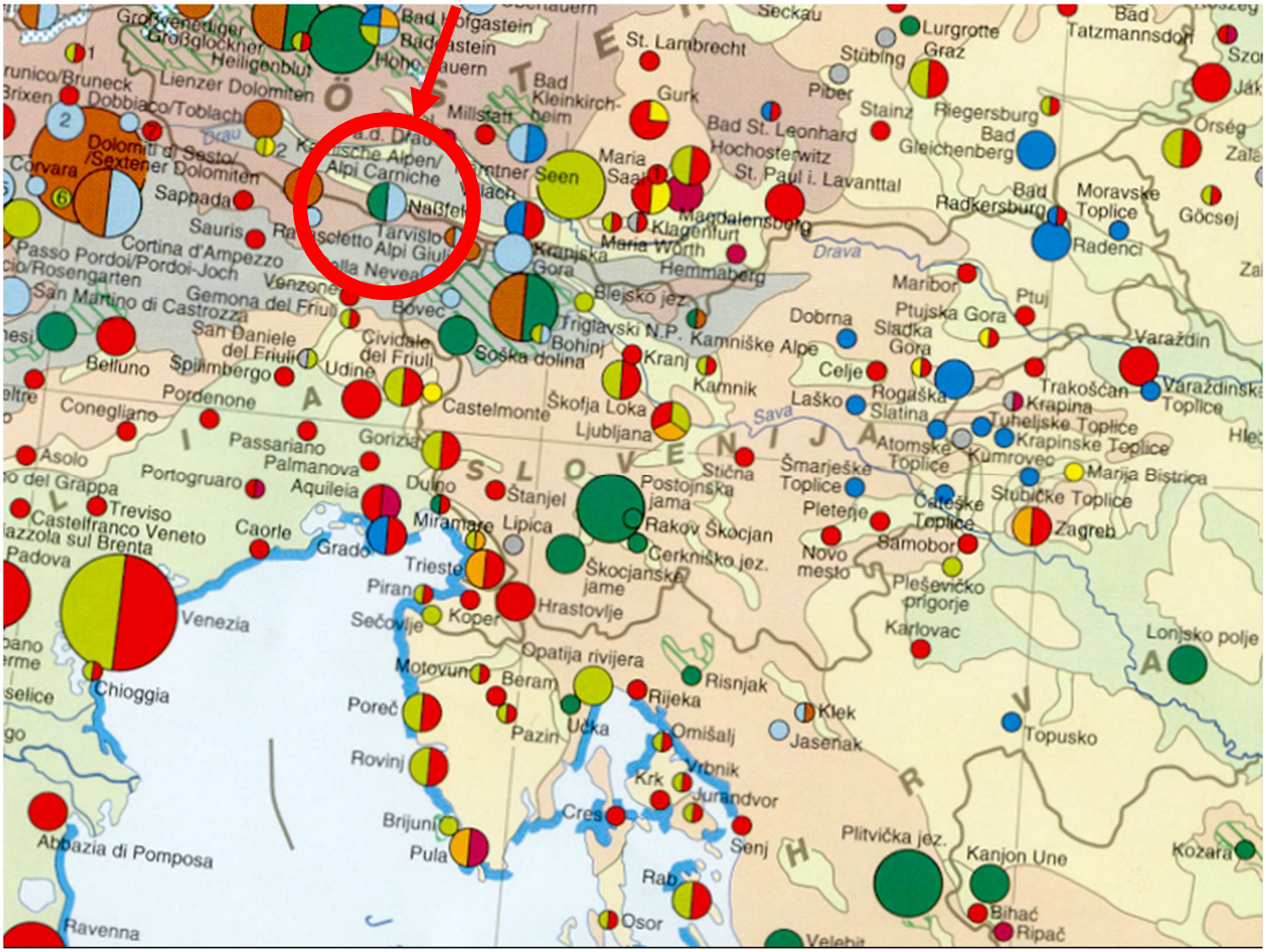
Thus, papers on the following topics (without claiming that this list was exhaustive) are invited, whether related to the Alpine-Adriatic region in total, larger parts of it or with a local focus, also comparisons with other European and global regions are welcome:

- Impact of climate change on winter tourism in mountainous regions
- Impact of climate change on summer seaside tourism
- Tourism and nature protection/biodiversity
- Concepts for tourism sustainability/eco-tourism
- Pandemic and post-pandemic impact on changes in tourism trajectories
- Modal split in tourism – present and future
- Labor supply in tourism – present and future
- Regional development effects of tourism
- The role of tourism in marginal areas
- Tourism and local demographic development
- Overtourism
- Trends in European tourism
- Driving forces in tourism

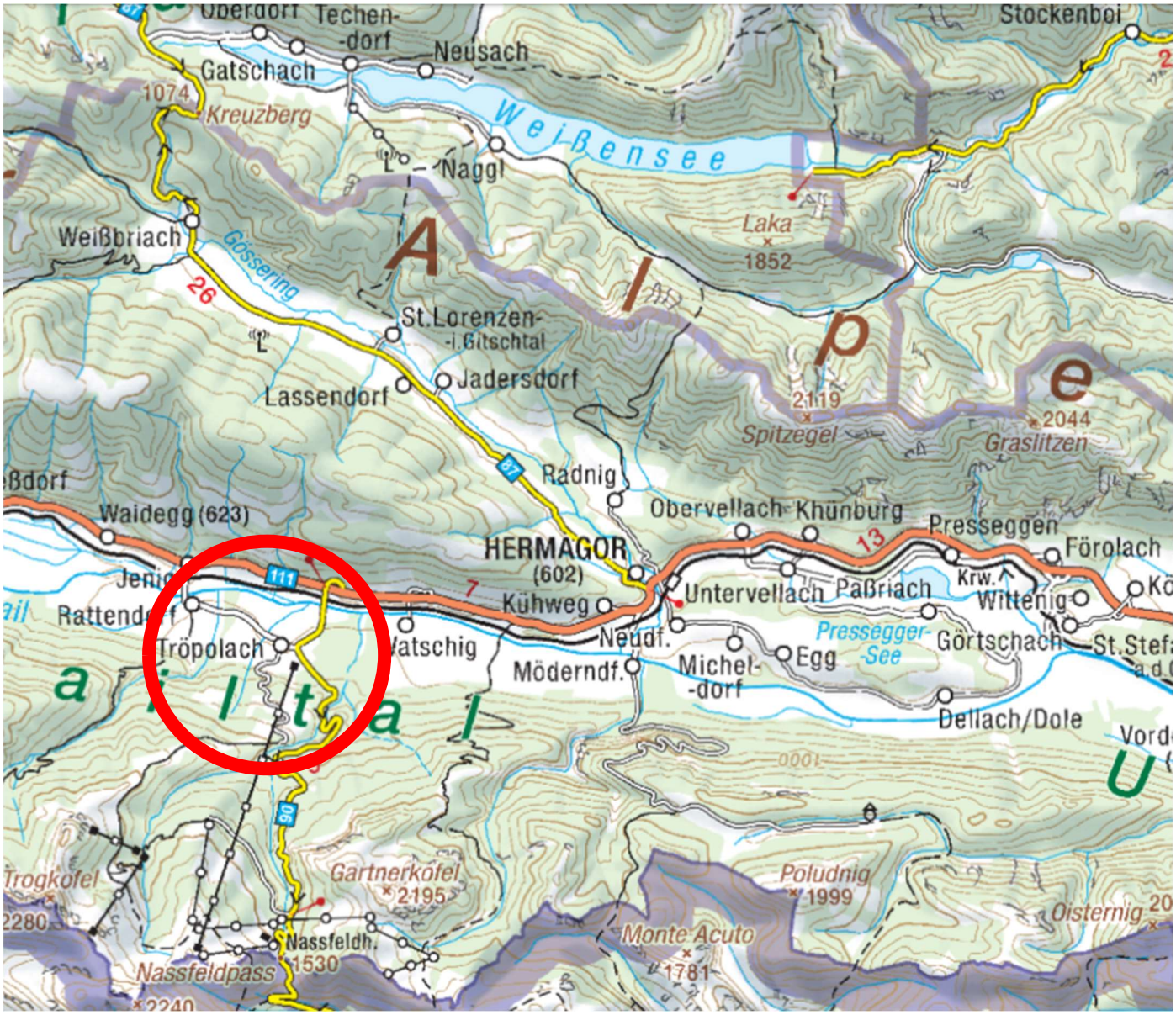
- Who profits from tourism?
- Tourism and spatial planning
- Ecological aspects of tourism
- Local cultural heritage as a tourist attraction
- Ethnic/linguistic minorities as attractions in cultural tourism
- The role of language and language competences in the tourist industry
- How can local culture/heritage be made sustainable in situ, and be taken serious as a resource and locational factor to be integrated into tourist agendas which combine local development and the protection of natural and cultural heritage?
- Historical development of tourism
- Experiences from other tourist regions
- Touristic branding and naming

Venue

The symposium will take place in the hotel "Carinzia" operated by Falkensteiner (www.falkensteiner.com/carinzia) in **Tröpolach**, the valley station of the cable car to the Nassfeld skiing and hiking resort (*Naßfeld* on the map below) nearby **Hermagor**, the center of one of the prominent tourist regions in Carinthia [Kärnten], Austria. Catering (coffee breaks, light lunch) will be provided by the NLW Tourismus Marketing GmbH. Besides by car, the venue can be accessed by railway (up to Hermagor) and public bus.



Section of the map "International Tourism Attractions in Central and Southeastern Europe" (symbol size by attraction factors, not by overnights or arrivals) in the Atlas of Eastern and Southeastern Europe edited by Peter JORDAN and co-authored by Zlatko PEPEONIK



Source: Austrian Map (https://maps.bev.gv.at/#/center/13.35,47.77/zoom/7.8), published by the Federal Office of Metrology and Surveying [Bundesamt für Eich- und Vermessungswesen, BEV]

Hotel “Carinzia” in Tröpolach

Symposium structure

The symposium will be structured into paper sessions with 3-4 papers each, presentation time 20 minutes plus 10 minutes discussion.
Up to 3 keynote speakers will be invited.
The symposium language is English.
Cafeteria service in coffee breaks and light lunches will be provided by the organizers.

Abstract submission

Abstracts with 300 words at the maximum in English including name and affiliation of the author(s) are to be submitted to the SOG website https://www.sogde.org/de/events/the-future-of-tourism-in-the-alpine-adriatic-region/ and the linked application form. Also posters accompanied by a short oral explanation are invited, but this has to be indicated with abstract submission. The call is open from 15 March to 30 April 2024. Your abstract will be peer-reviewed, and you will be notified about acceptance 10 June 2024.

Registration

from 10 June to 31 August 2024 via the SOG website https://www.sogde.org/de/events/the-future-of-tourism-in-the-alpine-adriatic-region/ No registration fees will be requested.

Publication of papers presented

The following high-ranking geographical journals offer the opportunity to submit papers presented at the symposium subject to the usual selection (peer-reviewing) and editorial process:

- Acta geographica slovenica
- Annals of the Austrian Geographical Society [Mitteilungen der Österreichischen Geographischen Gesellschaft]
- Hrvatski geografski glasnik

Excursion

An excursion by cable car and chairlifts as well as some walking on 24 October is planned to the Nassfeld, one of the two largest winter sports resorts in Carinthia, well-visited also in summer and autumn for hiking and mountaineering. Right at the end of October, Nassfeld with its combination of alpine pastures and dolomite-rock mountains presents itself as a picturesque scenery. It exemplifies also many of the benefits and problems of tourism.

Accommodation

Responsibility for travel and accommodation rests with the participants.
Hotel “Carinzia” in Tröpolach, where the symposium takes place, is a large hotel with the capacity to host all participants. The hotel will reserve rooms for symposium participants up to 31 August 2024, and you can book your room via www.falkensteiner.com/carinzia. Should you prefer to be accommodated in other hotels or private accommodation facilities (bed & breakfast) in Tröpolach or its surroundings, please approach info@nassfeld.at.

Young scientists

Dependent on available funds travel expenses of young scientists may be covered.

Important dates

15 March 2024: Call for papers opens
30 April 2024: Call for papers closes
1-31 May: Review of abstracts by the scientific committee
10 June 2024: Notification on paper acceptance
15 June 2024: Online registration opens
31 August 2024: Online registration closes (On-site registration also at the beginning and during the symposium

SÜDOSTEUROPA GESELLSCHAFT

ÖGG Österreichische Geographische Gesellschaft

UNIVERSITY OF ZAGREB - FACULTY OF SCIENCE • DEPARTMENT OF GEOGRAPHY •

HRVATSKO GEOGRAFSKO DRUŠTVO 1897.

IGU - UGI

Tourism - Tourisme

IGU Commission on the Geography of Tourism and Leisure and Global Change

MARGINALITY GLOBALIZATION IGU