ICOT2024
Corfu, Greece, 26-29 June

BOOK of ABSTRACTS

International Conference on Tourism (ICOT2024)

Tourism in the Era of Liquid Modernity: Rethinking Tourism Strategy and Facing Uncertainty

Organized by
IATOUR
HELLENIC REPUBLIC IONIAN UNIVERSITY
IONIAN UNIVERSITY
Middlesex University
Municipality of Central Corfu and the Diapontian Islands

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CONFERENCE AIM

The ICOT2024 conference builds on the eminent support of the international scholarly community and the success of the previous thirteen International Conferences on Tourism (ICOT) held in Greece, China, Cyprus, U.K., Italy, Thailand, Portugal, but also virtually following the COVID-19 outbreak. The scope of ICOT2024 is to examine the complex elements of the current era of liquid modernity, and to understand how phenomena such as overtourism, artificial intelligence and sustainable tourism development impact the contemporary tourism industry. The tourism and hospitality sectors have entered a new era after the outbreak of the COVID-19 pandemic, followed by several ongoing crises such as the Russo-Ukrainian War, the climate crisis, the global energy crisis, high inflation and slowing growth of the global economy. This new era is mainly characterized by Bauman's (2000) liquid modernity. Uncertainty is the only certainty left today and nobody is able to predict the forthcoming changes in economic and societal structures based on the rapid transformation that artificial intelligence as well as virtual and augmented reality brought and will continue to bring into peoples' life. Another feature of this era is that the economic, socio-cultural and environmental conditions that guarantee people's well-being today might no longer exist tomorrow. The modern tourist might be affected by digital advertising and the astonishing achievements of information technology, but always travel experiences will create tourists' real memories. The conference will be a unique opportunity where academics, professionals, researchers, policy makers, practitioners, and post-graduate students from the fields and industries of tourism and travel will meet, discuss, exchange ideas and express their views and scientific approaches. The ultimate objective is to stimulate a dialogue on how tourism in current times should invest in innovative sustainable practices for its recovery and resilience, thereby building a more solid ground for sustainable, balanced, and holistic development.

CONFERENCE THEMES

The conference will focus on a broad range of topics related to tourism, including (but not limited to):

- Tourism Development, Policy and Planning
- Sustainability, Degrowth and Overtourism
- Alternative and Special Forms of Tourism
- Community Responses to Tourists and Tourism
- Collaboration and Cooperation between Stakeholders
- Emerging Tourism Destinations
- Theoretical Perspectives on Tourism
- Economic/Social/Environmental/Cultural Impacts of Tourism
- Tourism Education and its Role in Managing Tourism Development
- World Heritage Sites
- Industry's Role in Managing Growth
- Destination/Place Marketing
- Information Technology in Tourism
- Tourism Research and Methodology
- Globalisation Effects
- Challenges and Best Practices of Hospitality and Tourism Marketing and Management
- Negotiation in Tourism
- Tourism Mobilities
- Transportation and Tourism
- Authenticity and Commodification
- The Future of Tourism
- Climate Change and Natural Disasters
- The Effects of Crime, Terrorism, Safety and Security
- Managing Human Resources in Hospitality and Tourism
- Evolution and Transformation of Booking and Distribution Channels
- Responsible Tourism for Conservation and Development
- Social Networking and New Forms of Tourism
- Innovation in Tourism.

SCHEDULE AT A GLANCE

WEDNESDAY 26 JUNE 2024

17.00-18.30	Registration
18:30-20:00	Sightseeing Walking Tour
20:00-20:30	Welcome Speeches
20:30-23:00	Welcome Reception

THURSDAY 27 JUNE 2024

9:00-10:00	Keynote Speech
10:00-11:30	Parallel Sessions 1 (rooms A, B)
11:30-12:00	Poster Presentations
11:30-12:00	Coffee Break
12:00-13:30	Parallel Sessions 2 (rooms A, B)
13:30-14:30	Lunch
14:30-16:00	Parallel Sessions 3 (rooms A, B)
16:00-16:30	Coffee Break
18:30-18.00	Parallel Sessions 3 (rooms A, B)

FRIDAY 28 JUNE 2024

9:00-10:00	Keynote Speech
10:00-11:30	Parallel Sessions 1 (rooms A, B)
11:30-12:00	Coffee Break
12.00-13.30	Parallel Sessions 2 (rooms A, B)
13:30-14:30	Lunch
14:30-15:30	Parallel Sessions 3 (rooms A, B)
15:30-15:40	Awards' Ceremony
15:40-16:00	Closing Speeches
20:30-00:00	Gala Dinner

SATURDAY 29 JUNE 2024

9:00–17:00	Day Trip

SPECIAL SESSION:

XR AND METAVERSE APPLICATIONS IN TRANSFORMING TOURISM, EVENTS, AND CULTURAL HERITAGE EXPERIENCES

ORGANISED BY

Mujde Bideci
Canterbury Christ Church University, UK

MUJDE BIDECI
Canterbury Christ Church University, United Kingdom

Between the realities: Solid and Liquid Consumption Utopias in XR Technologies

This research delves into the crossroads of modern consumption trends and the transformative role of practicing different realities such as Extended Reality (XR) technologies including Virtual Reality (VR), Mixed Reality (MR) and Augmented Reality (AR) in crafting Bardhi & Eckhardt's (2017) solid and liquid consumption and Atanasova's (2021) cleverly integrated utopia. While echoing Bauman's (2000) work on liquid modernity, liquid consumption utopia offers a sanctuary from mundane reality and ephemeral experiences by creating an awe and numen led market mediated desire to understand the time by reimagining the past, reframing the present, and redesigning the future realities. The research proposes that XR technologies, with their ability to create immersive, interactive experiences, could serve as the ideal platform for these liquid consumption utopias. Moreover, by enabling consumers to engage with products and experiences in novel, personalized ways, XR technologies could potentially bridge the gap or increase the awareness between the solid and liquid utopias. On the other hand, these technologies may possess drawbacks such as lack of effective representation of the environment, image, idol, product, or stories that they have been designed for, or physical and cognitive effects on users. This research, therefore, calls for a deeper exploration of this intersection of technology and consumer behaviour. It advocates for further research into how XR technologies could revolutionize the landscape of contemporary consumption, transforming how we understand and engage with consumer desires and trends without a polarised viewpoint from solid to liquid consumption. The study employs a methodological approach that involves creating a conceptual framework based on an extensive literature review. The results of the research reveal key themes in the intersection of XR technologies and modern consumption utopias.