

2024 第二十六屆 The 26 th

# 休閒、遊憩、觀光 學術研討會暨國際論壇

Leisure, Recreation, and Tourism Research Symposium and International Forum

研討會  
主題

國際視野與在地實踐之觀光休閒研究  
創新科技與永續發展

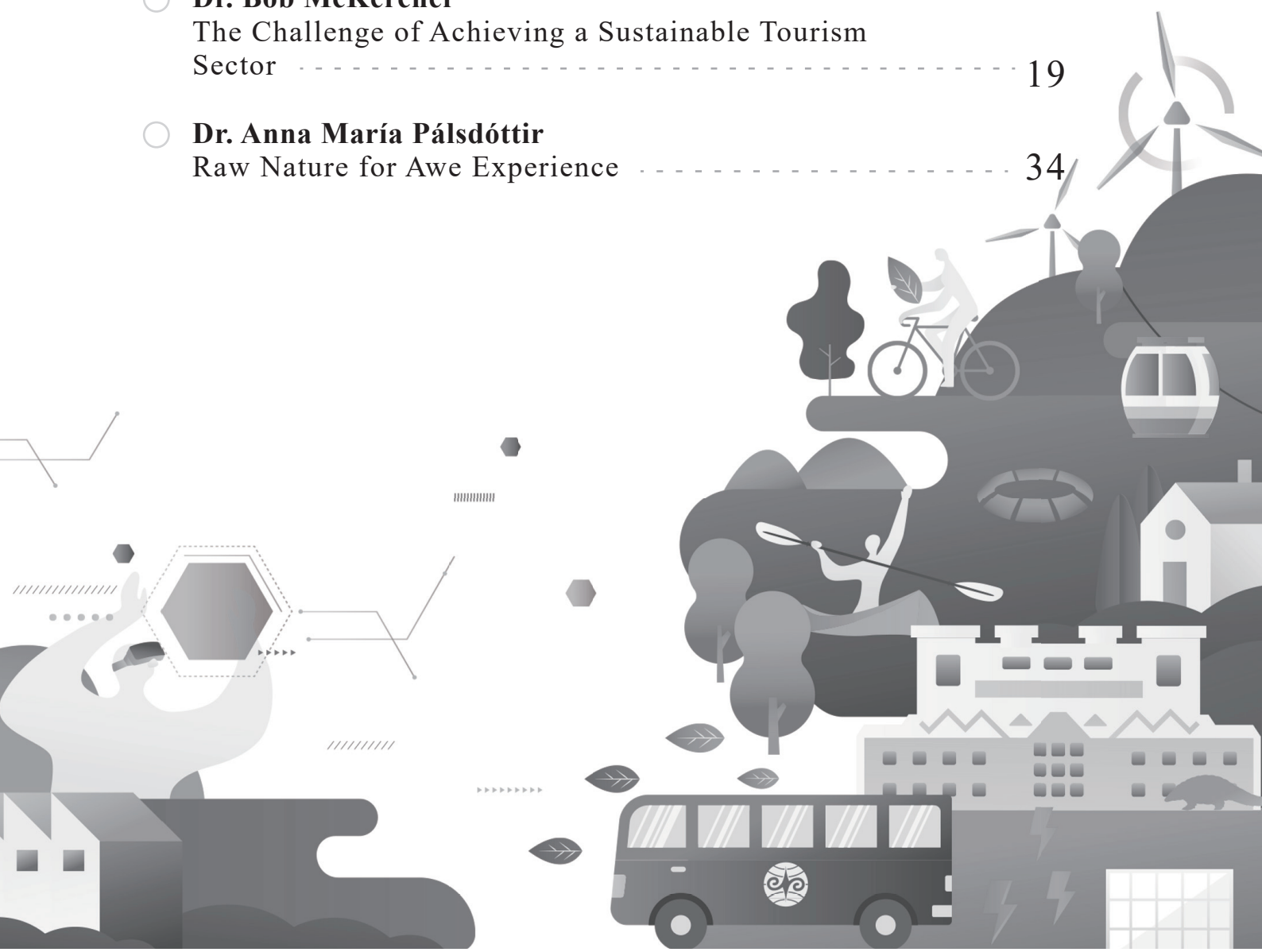
Integrating global insights and local practices on tourism and  
leisure research- Innovative Technology and Sustainability

大會手冊



# 目錄

|  |    |
|--|----|
| ■ 序  | 01 |
| ■ 國際論壇議程   | 02 |
| ■ 講者簡介   |    |
| Dr. Cathy Hsu  | 03 |
| Dr. Bob McKercher  | 04 |
| Dr. Anna María Pálsdótti   | 05 |
| ■ 講者簡報   |    |
| ○ <b>Dr. Cathy Hsu</b><br>Fostering Socially Sustainable Tourism Development<br>Through Social Listening | 06 |
| ○ <b>Dr. Bob McKercher</b><br>The Challenge of Achieving a Sustainable Tourism<br>Sector                 | 19 |
| ○ <b>Dr. Anna María Pálsdóttir</b><br>Raw Nature for Awe Experience                                      | 34 |





# 序

中華民國戶外遊憩學會自1988年創立以來迄今已邁入第37年，成立後本會便積極投入休閒、遊憩、觀光領域之學術推廣工作。長久以來在歷屆理監事、會員的努力下藉由舉辦學術研討會暨國際論壇，與國內外各界進行學術對話。不僅提升了休閒、遊憩、觀光領域之學術研究水平，亦帶動了本土休閒遊憩與觀光研究的國際化。本學會舉辦學術研討會暨國際論壇，至今已邁入第26屆，往年都是休閒、遊憩與觀光相關領域產官學界的盛事。期望此次學術研討會暨國際論壇與會者的研究成果，能讓與會的朋友們在研究方向、實務運用等方面都有所收穫。

COVID-19的疫情打亂了很多國際交流的工作，也包括學術研討會的舉辦。猶記得2021年由暨南國際大學舉辦時，當時因為疫情所以轉為全面線上舉辦。今年「2024第26屆休閒、遊憩、觀光學術研討會暨國際論壇」再由國立暨南國際大學觀光休閒與餐旅管理學系主辦意義特別重大，因為代表著新階段的開始。本次學術研討會的主題為「國際視野與在地實踐之觀光休閒研究-創新科技與永續發展」。論文發表的主題涉及觀光休閒創新科技應用、觀光旅遊產業發展趨勢、永續觀光與景觀規劃以及如何因應全球化課題等相關議題。感謝各界熱烈的參與及踴躍支持投稿。論文經8位評審委員採匿名方式審稿，最後共接受88篇論文。包括口頭發表55篇、海報展示發表23篇及10篇參與傑出會議論文獎場次發表。從本屆投稿數量及與會人員之組成，足見本學會舉辦之研討會已茁壯發展並受到各界的肯定。

本次國際論壇特別邀請了Dr. Anna Maria Pálsdóttir、Dr. Bob McKercher以及Dr. Cathy Hsu三位國際知名學者蒞臨演講，並進行國際學術交流。期望此次國際論壇與研討會能提供與會學者廣泛國際及國內學術交流的機會，且促進更多面向之討論與腦力激盪，為國內休閒、遊憩、觀光領域注入新的研究發想與學術合作的契機。

最後要感謝國立暨南國際大學及觀光休閒與餐旅管理學系全體師生的鼎力相助；以及國家科學及技術委員會、教育部及交通部觀光署在經費上的補助；同時也感謝所有戶外遊憩學會理監事及工作人員的辛勞付出。最重要的是各界對於本會的關注與支持！最後感謝所有與會者，您的參與讓此次研討會及國際論壇更加豐富，同時也為臺灣的休閒、遊憩、觀光領域添加新的色彩與氣息。感謝！

中華民國戶外遊憩學會 理事長

郭彰仁

謹誌

2024年9月埔里

# 國際論壇議程

| 時間                     | 活動內容   |
|------------------------|--|
| 09:20-09:30            | 報到入場   |
| 09:30-09:50<br>開幕      | <p><b>主持人</b> 國立暨南國際大學觀光休閒與餐旅管理學系<br/>黃裕智教授兼系主任</p> <ul style="list-style-type: none"><li>● 國立暨南國際大學武東星校長致詞</li><li>● 中華民國戶外遊憩學會郭彰仁理事長致詞</li></ul>   |
| 09:50-10:50<br>專題演講I   | <p><b>主題一</b> <i>Fostering Socially Sustainable Tourism Development through Social Listening</i></p> <p><b>主講人</b> <b>Dr. Cathy Hsu</b>   Editor-in-Chief of Tourism Management<br/>Professor in School of Hotel and Tourism Management<br/>The Hong Kong Polytechnic University</p> <p><b>主持人</b> 國立臺灣師範大學地理學系 李素馨教授</p> <p><b>與談人</b> 國立暨南國際大學 曾永平教授兼副校長</p> |
| 10:50-11:00            | 茶敘   |
| 11:00-12:00<br>專題演講II  | <p><b>主題二</b> <i>The Challenge of Achieving Sustainable Tourism Sector</i></p> <p><b>主講人</b> <b>Dr. Bob McKercher</b>   Professor in Tourism<br/>School of Business<br/>University of Queensland</p> <p><b>主持人</b> 逢甲大學建築專業學院 李英弘教授</p> <p><b>與談人</b> 國立暨南國際大學觀光休閒與餐旅管理學系 戴有德特聘教授</p>  |
| 12:00-13:00            | 午餐   |
| 13:30-14:30<br>專題演講III | <p><b>主題三</b> <i>Raw Nature for Awe Experience</i></p> <p><b>主講人</b> <b>Dr. Anna María Pálsdóttir</b><br/>Associate Professor<br/>Department of People and Society<br/>The Swedish University of Agricultural Sciences</p> <p><b>主持人</b> 朝陽科技大學景觀及都市設計系 歐聖榮教授</p> <p><b>與談人</b> 國立臺灣大學生物多樣性國際碩士學位學程<br/>洪詩涵助理教授</p>  |

## 講者簡介

# Dr. Cathy Hsu

Editor-in-Chief of Tourism Management  
Professor in School of Hotel and Tourism Management  
The Hong Kong Polytechnic University



Professor Cathy H.C. Hsu is currently a Chair Professor of the School of Hotel and Tourism Management in Hong Kong Polytechnic University. Previously, she was a professor at Kansas State University. Prior to that, she was on faculty at Iowa State University for 9 years.

She is the co-author of the book, *Tourism: The Business of Hospitality and Travel*, published in 2018 and lead author of the books *Tourism Marketing: An Asia-Pacific Perspective*, published in 2008 by John Wiley & Sons Australia, Ltd., and *Marketing Hospitality*, published in 2001 by John Wiley and Sons.

Her research foci have been hospitality and tourism marketing, tourist behaviors, resident sentiment and stereotypes, hotel branding, and service quality. She has obtained numerous extramural and intramural grants and has over 300 refereed publications. She has served as a consultant to various tourism organizations, such as the World Tourism Organization, Hong Kong Tourism Board, Garden Hotels in Guangzhou, and Kansas Travel and Tourism Development Division.

Professor Hsu is the Editor-in-Chief of *Tourism Management* and was the Editor-in-Chief of the *Journal of Teaching in Travel and Tourism* for 16 years. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and International Society of Travel and Tourism Educator's Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.

徐教授目前是香港理工大學酒店與旅遊管理學院的講座教授。此前，她曾在堪薩斯州立大學擔任教授。在此之前，她在愛荷華州立大學任教了9年。

她是2018年出版的《旅遊：款待與旅行產業》的合著者，也是2008年由澳洲John Wiley & Sons出版的《旅遊行銷：亞太視角》和2001年由John Wiley & Sons出版的《款待業行銷》的主要作者。

她的研究重點包括款待業和旅遊行銷、遊客行為、居民情感與刻板印象、酒店品牌以及服務品質。她獲得了許多校外和校內的研究經費，並發表了超過300篇經過同儕評審的論文。她曾為多個旅遊組織提供顧問服務，例如世界旅遊組織、香港旅遊發展局、廣州花園酒店，以及堪薩斯旅遊發展部。

徐教授目前擔任《Tourism Management》期刊的主編，並曾擔任《Journal of Teaching in Travel and Tourism》期刊的主編長達16年。她於2009年獲得了John Wiley & Sons終身研究成就獎，並於2011年榮獲國際旅遊與旅遊教育學會的Martin Oppermann紀念獎，以表彰她對旅遊教育的終身貢獻。



## 講者簡介

# *Dr. Bob McKercher*

Professor in Tourism  
School of Business  
University of Queensland

Prof. Bob McKercher has been a tourism academic since 1990. Prior to that he worked in the Canadian tourism industry in a variety of advocacy and operational roles. He received his PhD from the University of Melbourne in Australia, a Master's degree from Carleton University in Ottawa, Canada and his undergraduate degree from York University in Toronto, Canada. He has published over 300 scholarly papers and research reports, is the author/co-author of *The Business of Nature-based Tourism*, *Cultural Tourism and Tourism Theories, Concepts and Models*. He has also edited a number of other books. Prof McKercher is the Past President of the International Academic for the Study of Tourism; a Fellow of the International Academic for the Study of Tourism; the Council for Australian University Tourism and Hospitality Education and; the International Academy of Culture, Tourism and Hospitality Research.

Bob McKercher 教授自1990年起成為旅遊學術界的一員。在此之前，他在加拿大旅遊業從事多項倡導和營運工作。他獲得了澳洲墨爾本大學的博士學位、加拿大渥太華卡爾頓大學的碩士學位，以及加拿大多倫多約克大學的學士學位。他發表了超過300篇學術論文和研究報告，並且是《自然旅遊的商業》、《文化旅遊》和《旅遊理論、概念與模型》的作者或合著者。此外，他還編輯了多本相關書籍。

McKercher 教授曾擔任國際旅遊學術研究學會的會長，現為該學會的院士，也是澳洲大學旅遊與款待教育委員會及國際文化、旅遊與款待研究學院的成員。



## 講者簡介

# *Dr. Anna María Pálsdóttir*

Associate Professor  
Department of People and Society  
The Swedish University of Agricultural Sciences

Dr Pálsdóttir's work is not confined to academia. She has established close collaborations with universities, governmental offices, and stakeholders nationally and internationally, demonstrating her global reach and influence.

As a university representative, Dr. Pálsdóttir plays a crucial role in ensuring the quality of nature-based therapy. Her research focuses on the content and design of sustainable health-promoting outdoor environments for human health and well-being in urban and peri-urban contexts. She has a long-standing collaboration with the healthcare authorities in the county of Skåne/Scania, where she was instrumental in implementing nature-based therapy into healthcare and developing the quality assurance system for the agricultural business providing NBT services. This quality assurance system is the first one, in the Nordic context.

Dr. Pálsdóttir's leadership and initiative are palpable in her role as one of the founders of the master program Outdoor Environments for Health and Well-being <https://student.slu.se/en/studies/courses-and-programmes/masters-programmes/outdoor-environments-for-health-and-well-being-masters-programme/>. Her collaborative efforts with other educators and SLU have been instrumental in establishing courses on nature-based and nature and animal assisted interventions, as well as sensory expression in an outdoor environment. Her extensive teaching experience spans both master's and doctorate levels, further solidifying her influence in the academic community. Dr Pálsdóttir has published many papers, including reports, book chapters, scientific articles, and popular scientific texts. She has an international reputation as an expert in nature-based interventions and the sustainable design of outdoor environments for supporting human well-being.

Pálsdóttir 博士的工作不僅限於學術領域。她與國內外的大學、政府機構和相關利益團體建立了緊密的合作關係，展現了她在全球的影響力和影響範圍。作為大學的代表，Pálsdóttir 博士在確保自然療法的品質方面扮演著關鍵角色。她的研究聚焦於設計可持續的、促進健康的戶外環境，特別是針對城市和近郊地區的人類健康與福祉。

她長期與瑞典斯科納（Skåne/Scania）地區的醫療機構合作，推動將自然療法納入當地的醫療體系，並協助發展為提供自然療法服務的農業業者所使用的品質保證系統。這套品質保證系統是北歐地區首創。

Pálsdóttir 博士的領導力與創新精神展現在她作為「健康與福祉戶外環境碩士課程」創始人之一的角色中。她與其他教育者及瑞典農業科學大學（SLU）的合作，促成了關於自然療法、自然與動物輔助干預以及戶外環境感官表現的課程設立。她豐富的教學經驗涵蓋碩士與博士課程，進一步鞏固了她在學術界的影響力。

Pálsdóttir 博士發表了許多論文，包括報告、書籍章節、科學文章和科普文章。她在國際上享有聲譽，作為自然療法與促進人類福祉的可持續戶外環境設計領域的專家，備受推崇。



# Fostering Socially Sustainable Tourism Development Through Social Listening

Prof. Cathy Hsu

September 2024

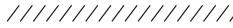
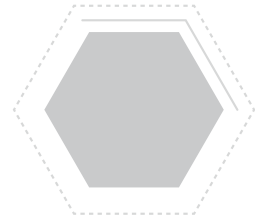
Leading Hospitality and Tourism



## Undesirable Social Effects of Tourism

- Cultural conflicts between tourists and locals
- Excessive use of public resources
- Disturbing the ways of life for local residents
- Social sustainability requires significant efforts to balance +/- and benefit local communities





2018/19



**Overtourism in Greece: Locals protest against influx of summer visitors**



Issued on: 01/09/2023 - 11:59



**Fed up with mass tourism, Barcelona locals say, 'Tourists go home!'**

By AGENCY



EUROPE  
Monday, 09 Oct 2023  
9:00 AM MYT

**Related News**



WORLD - 201 ago  
Social officers chronicle



**Residents of the stunning Austrian village rumored to have inspired 'Frozen' are fed up with hordes of tourists**

By Katelyn Nantz

04/22/2023, 11:07 AM GMT-05



Locals protest against overtourism in Hallstatt, Austria, on August 22, 2023. The signs read: "Visitors breaklines, no more hotels!", "Hotel built for horse barns!", "World culture with love!", "Tourism: No, Mass Tourism Yes!". Source: Reuters/Anadolu Agency

Post-COVID

## Challenges and Opportunities

- It remains a challenge for policymakers to fully acquire and utilize public opinions since public opinions vary across individuals and time
- Effective channel for public engagement is lacking
- Public opinions can hardly affect public policymaking (Burstein, 2010)
- Public engagement in policymaking is limited (Chan et al., 2022)
- With the rapid development of social media, public opinions become more approachable
- “E-governance” has been proposed to facilitate public engagement in governance and policymaking by utilizing online resources
- Near real-time observation and monitoring of stakeholders’ views and emotions is needed
- Take advantage of the “second chance” to ensure socially sustainable tourism development

### Project Aim

Construct a **multi-perspective** (i.e., tourists/guests, residents/hosts and relevant organizations) **intelligent social listening platform (SLP)** to scientifically guide tourism public policy planning and amendments, thus promoting social sustainability at destinations



### Objectives

Tourists listening

Hosts listening

Organizations listening

SLP construction

SLP launch and maintenance



## Weaknesses of Current Tools

- 1) The majority of current tools (e.g., interview, focus group and survey) collect cross-sectional data with an attempt to generate long-term implications. Public opinions, however, would change over time as social-cultural-economic-political environment changes. In this case, the changing reality has been simplified as static.
- 2) The accuracy of public opinions collected by traditional approaches are questionable. Answers of self-report approaches might be under-reported or over-reported by respondents and then re-interpreted by policy-makers with different purposes in mind.
- 3) Data collected by existing tools usually are not timely which may cause delay in meeting public needs. It is necessary to develop a near real-time social listening approach to continuously hear public opinions, so as to timely and effectively guide tourism public policy-making.

7

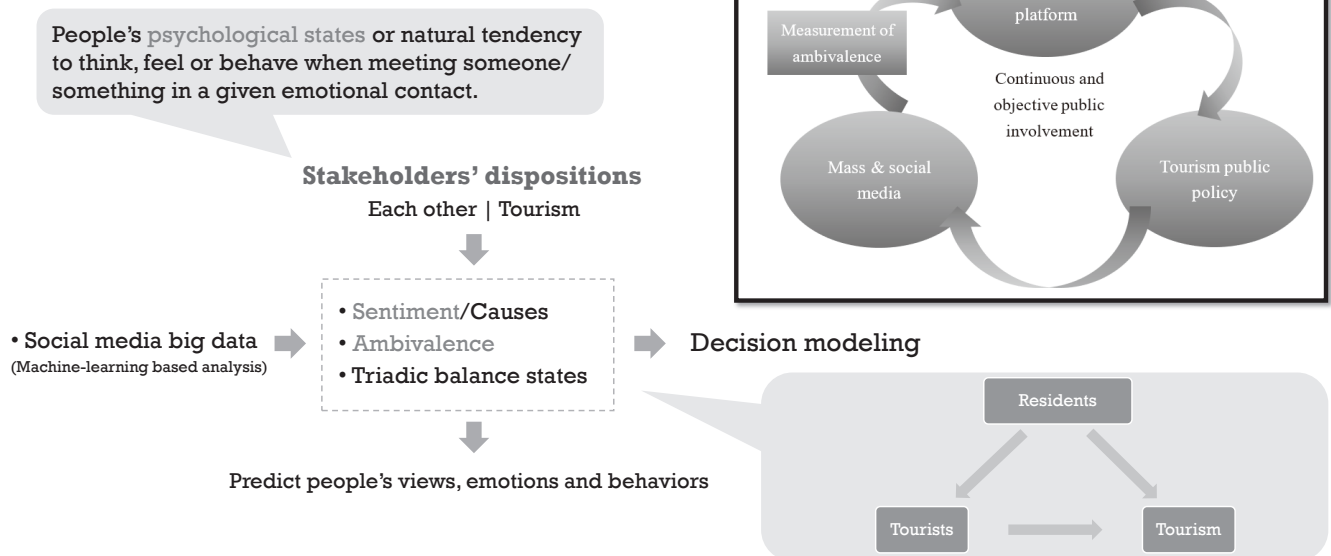
## Study Context

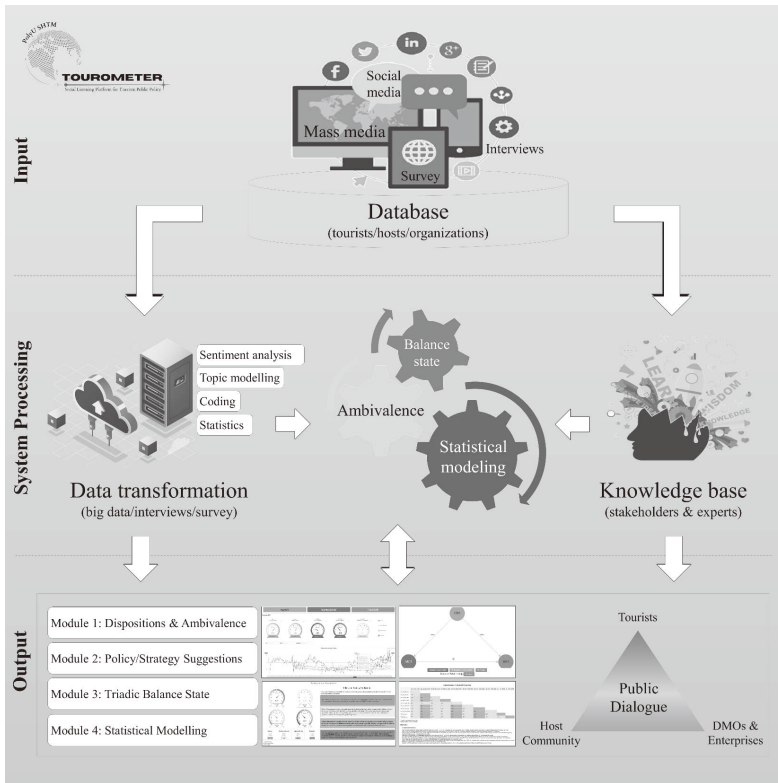
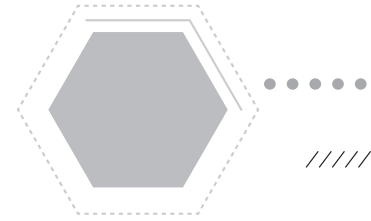
- Mainland Chinese visitors represent >75% of visitor arrivals
- Social tensions reported over the years
- Mandarin simplified Chinese, Cantonese traditional Chinese, English
- Social media (Xiaohongshu, Douyin, Ctrip) and local forums (HKGolden, LIHKG, Twitter/Instagram)

## Methodology

- Data crawling from 2007 to present
  - ~400 keywords and 200 stopwords
- Data screening and cleaning: 46.76% retention rate
  - duplicates from different platforms
  - noise: blanks, individual URLs, punctuations, numbers, symbols
- Manual annotation: >25,000 for model training to enhance predictive accuracy

## Content of Social Listening



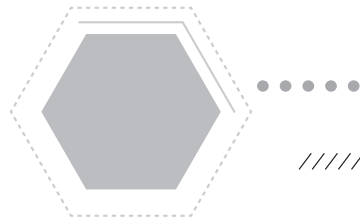


## TOUROMETER

- Module I: Dispositions dashboard (sentiment and ambivalence)
- Module II: Ambivalence Barometer and corresponding policy/strategy suggestions
- Module III: Triadic balance state of sentiment
- Module IV: Statistical modelling (among dispositions, economy, environment, tourism, and quality of life)

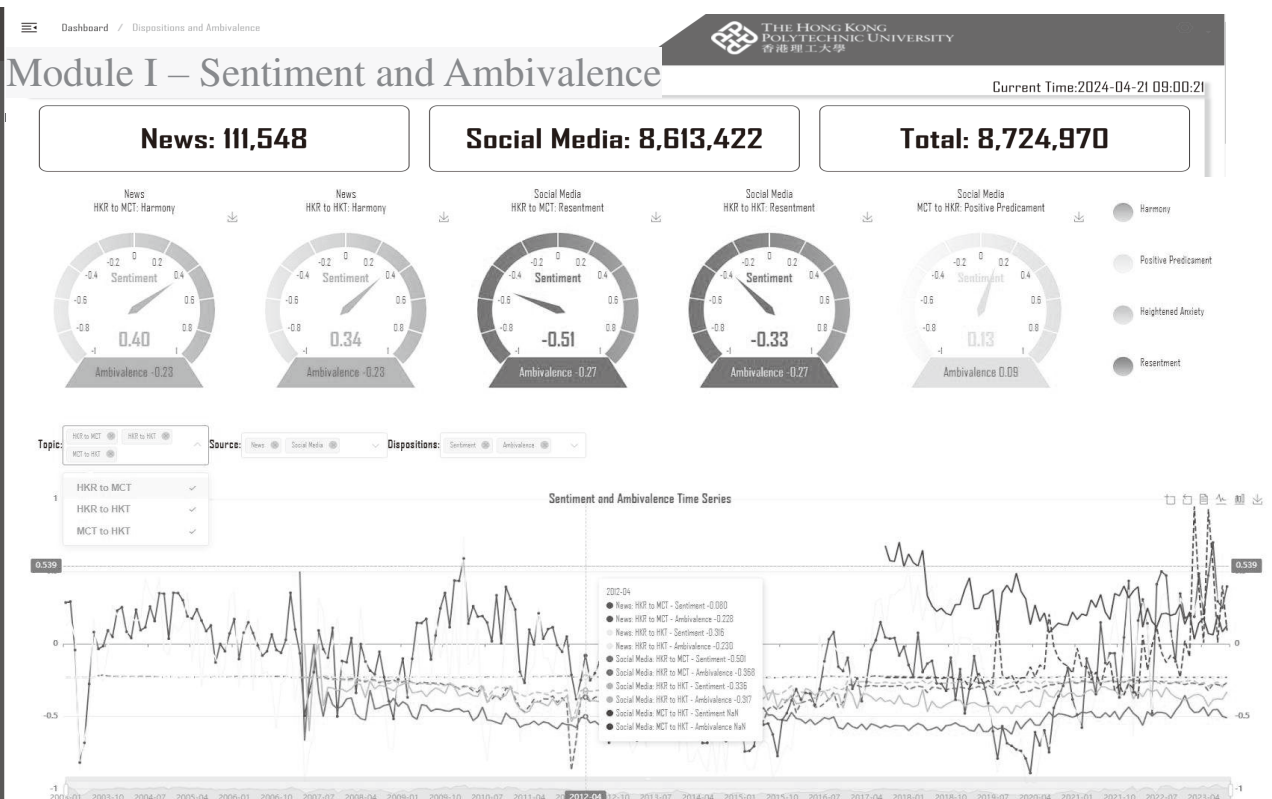
Target users: policymakers, DMOs and industry practitioners





**shtm**  
SCHOOL OF HOTEL & TOURISM MANAGEMENT

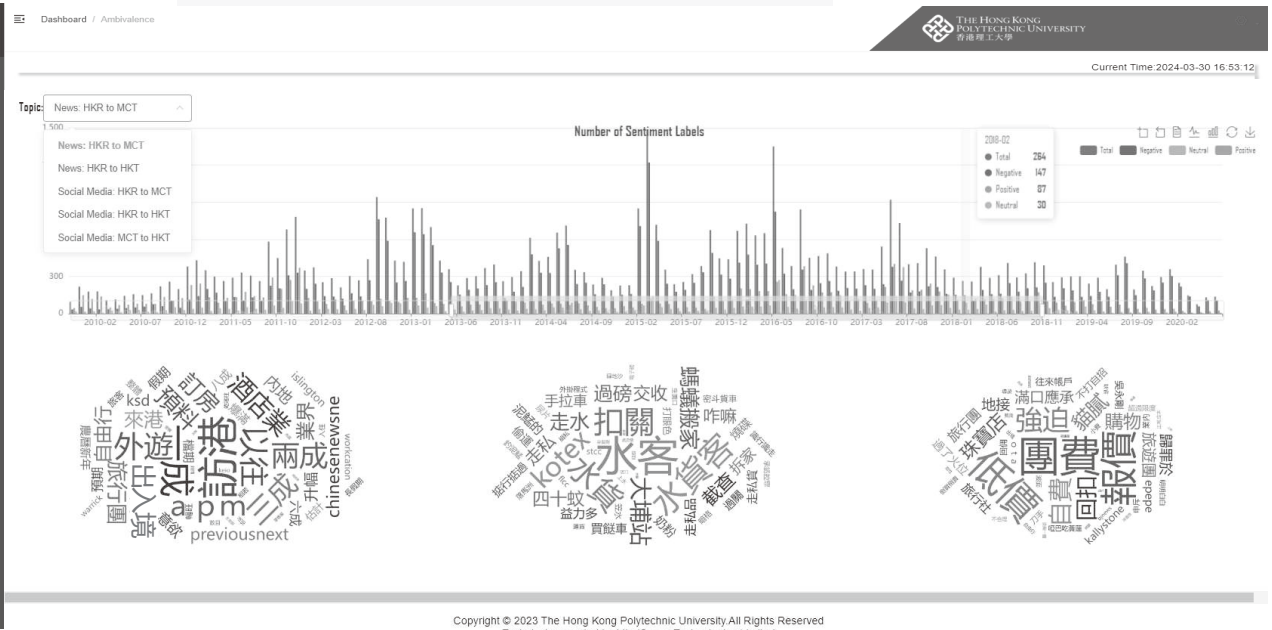
- Ambivalence
- Ambivalence Barometer
- Triadic Balance State
- Statistical Modeling
- Dispositions
- User Management



## Module I – Sentiment and Ambivalence

**shtm**  
SCHOOL OF HOTEL & TOURISM MANAGEMENT

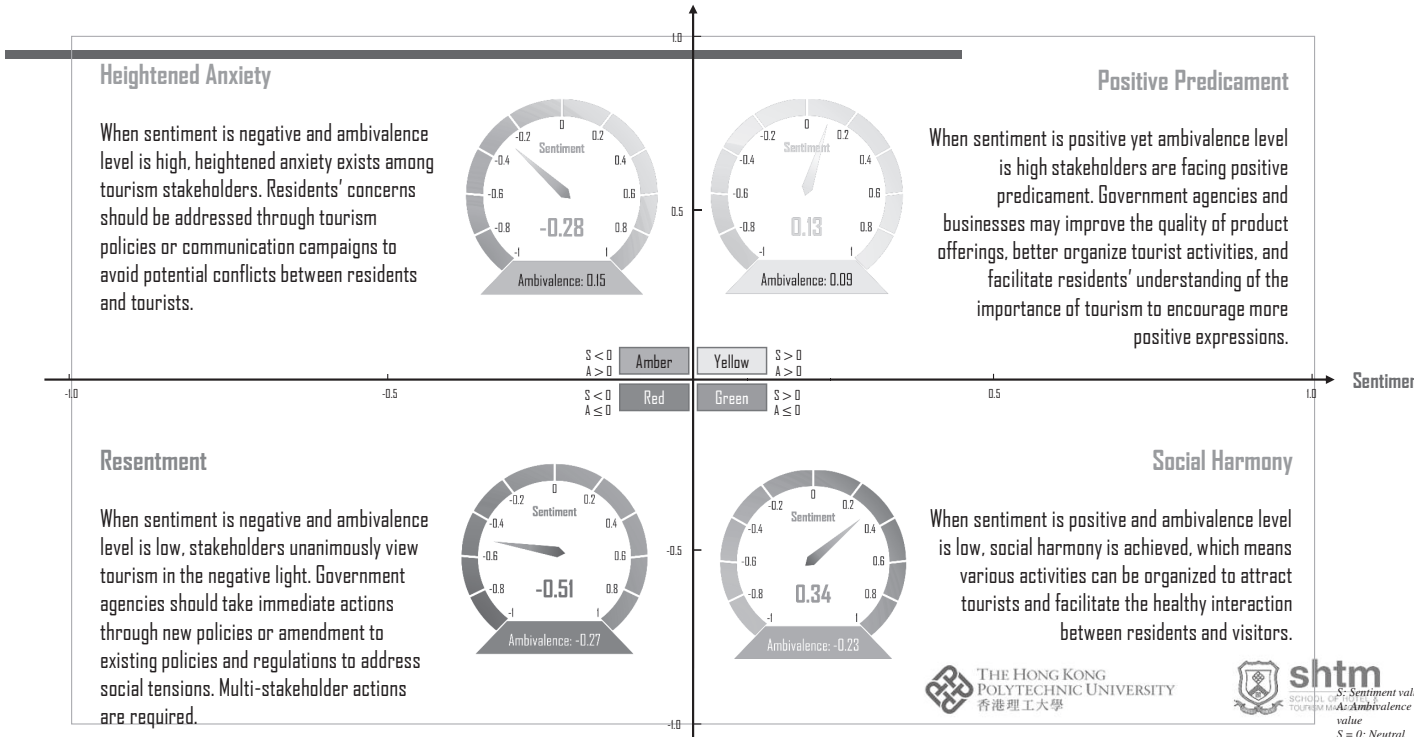
- Ambivalence
- Ambivalence Barometer
- Triadic Balance State
- Statistical Modeling
- Dispositions
- User Management



Copyright © 2023 The Hong Kong Polytechnic University All Rights Reserved  
Technical supported by MindSense Technologies Limited



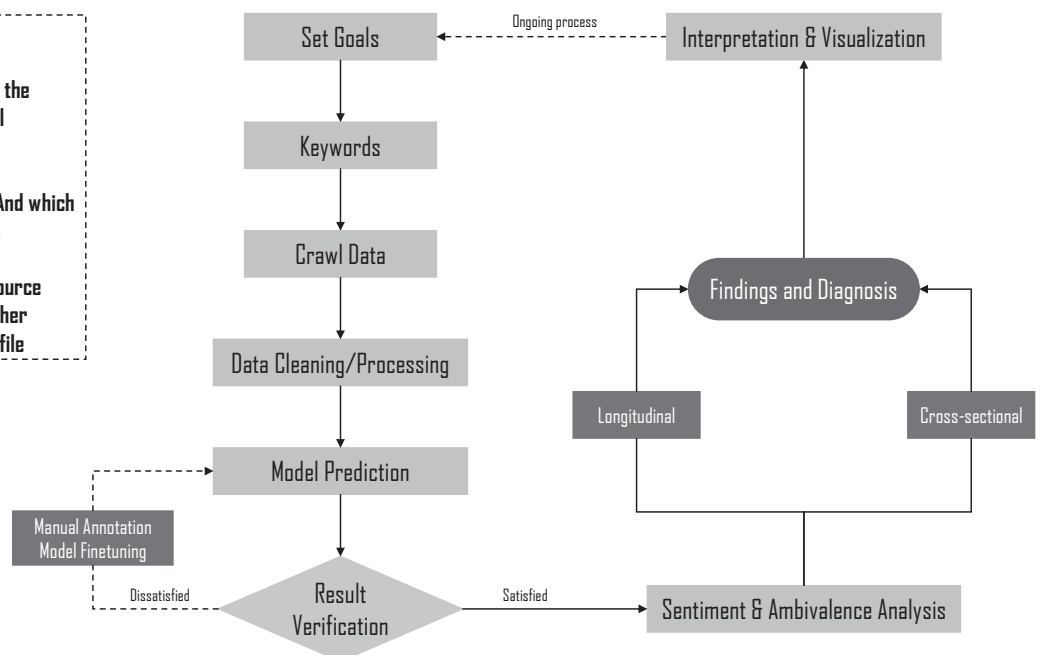
## Module II – Ambivalence Barometer

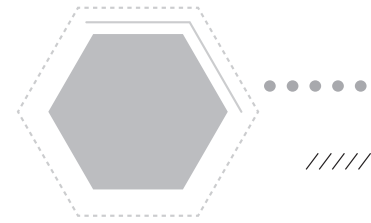


## Listening & Analysis for Industry Segments and Brands

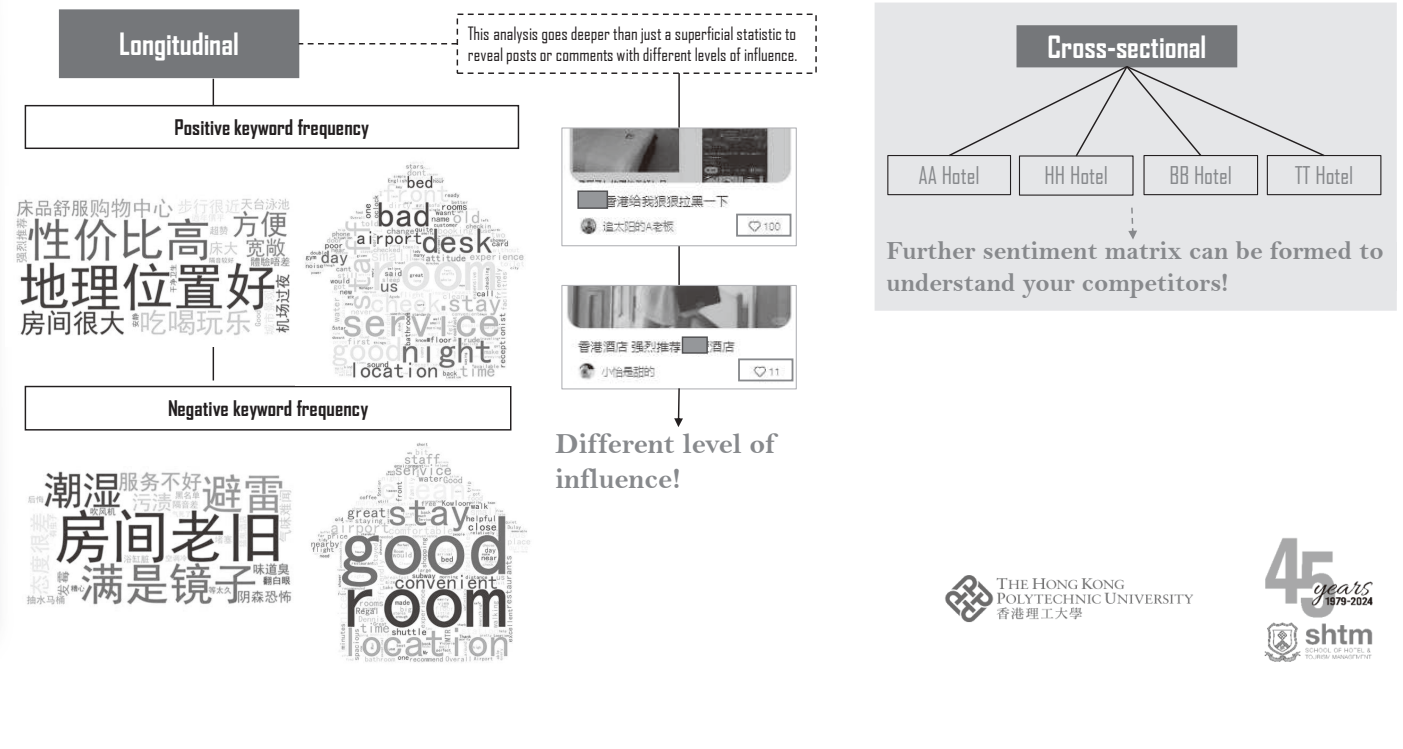
Set goals (E.g.):

1. Listening for a single hotel, a brand, the identified competitors, or local hotel industry?
2. Listening to news or social media? And which platform(s)? – Source preferences.
3. Listen to whose voice? Particular source market customers, locals, or any other countries/regions? - Customer profile





## Findings and Diagnosis

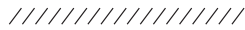


THE HONG KONG POLYTECHNIC UNIVERSITY  
香港理工大学

45 years  
1979-2024  
shtm  
SCHOOL OF HOTEL & TOURISM MANAGEMENT

## Strategic Importance

- Develop an intelligent cloud-based platform for social listening from different stakeholder perspectives
- Directly support strategic policymaking and business decisions for (socially and economically) sustainable tourism development
- Support smart tourism management and development strategies in the long run
  - Grassroots voices heard on a near real-time basis, thus informing socially acceptable policy design and amendments to avoid irreversible conflicts and assist businesses to develop proper strategies to better serve their customers



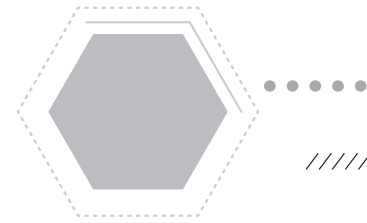
## Research Significance

- Beyond traditional sentiment analysis using big data
- The importance of considering ambivalence
- Triadic balance state from multiple stakeholder perspectives

---

## Points of Differentiation

- Rigorous methodology and transparency
- Sentiment and ambivalence
- Models finetuned based on industry specific data
- High predictive accuracy with regular human annotation (compared to generic models and ChatGPT)
  - Evolution of social media language
  - Slang, puns, and sarcasms in local dialects and social media postings
- Domain knowledge to verify appropriateness of keywords and outputs

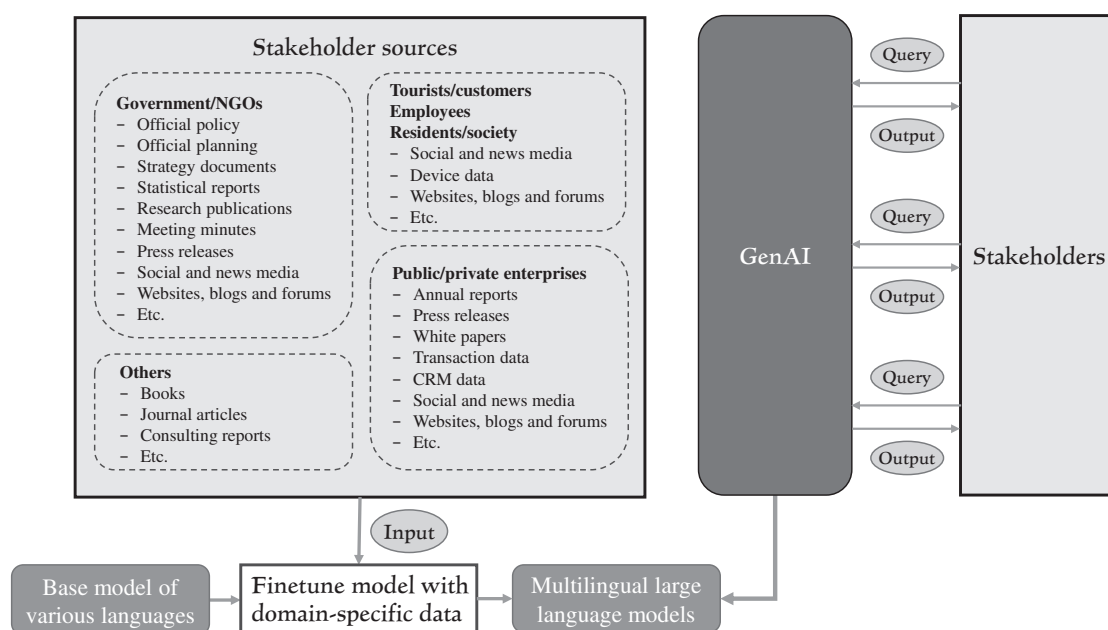


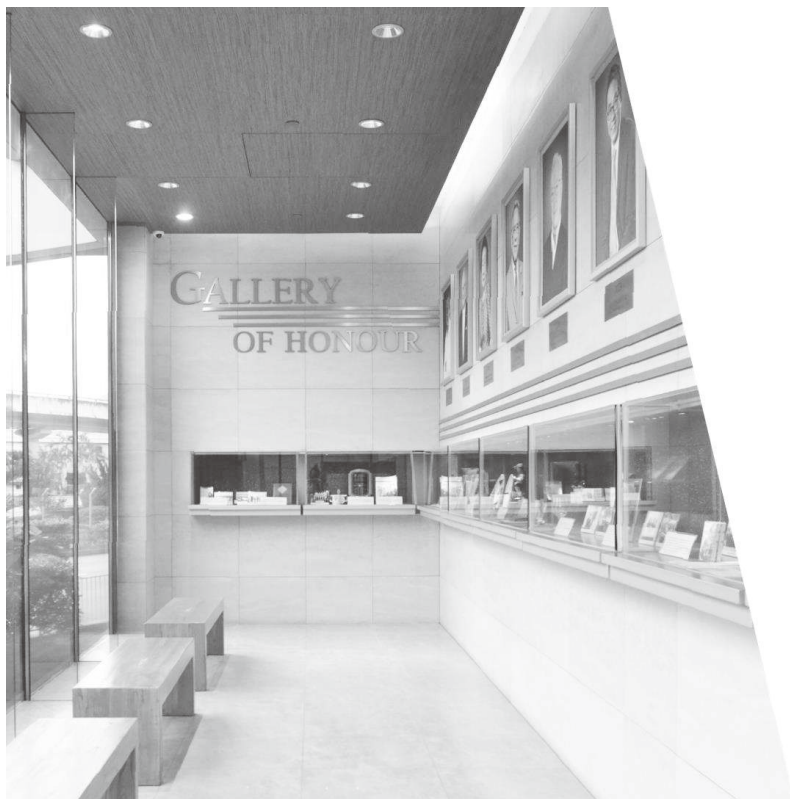
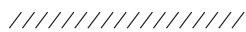
## Lessons learned and way forward

- Need for human annotation
- Tourism specific models performed better
- Actively engage with the industry
- Further enhance the model performance – Sentence level sentiment analysis, cognitive/affective attitude classification, and emotion recognition
- Multi-lingual large language models
- Enable user navigation

## What's next?

### Blueprint of a tourism GenAI





**Thank you!**

[Tourometer.org](http://Tourometer.org)

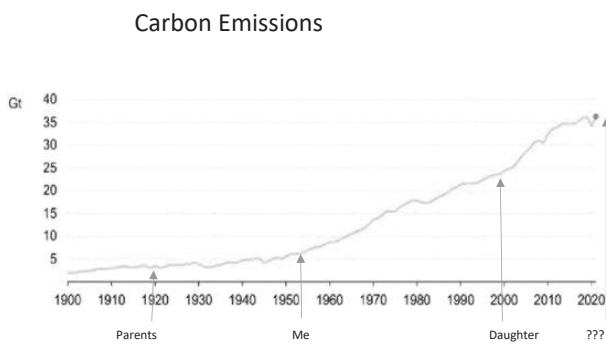
Leading Hospitality and Tourism

# The Challenge of Achieving a Sustainable Tourism Sector

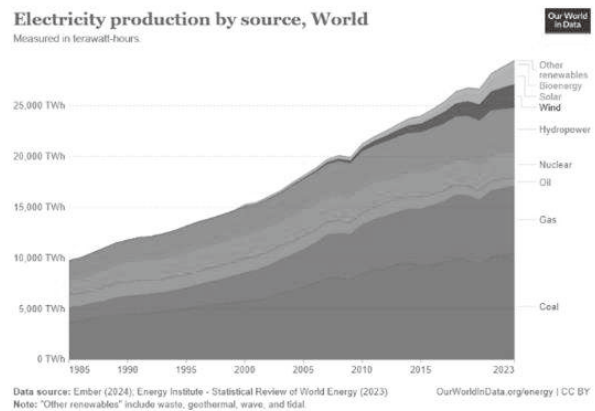
Prof Bob McKercher  
University of Queensland  
[r.mckercher@uq.edu.au](mailto:r.mckercher@uq.edu.au)



## The Bad News: The Global Economy is not Sustainable Net Zero by 2050 is a myth



Source: [https://www.researchgate.net/figure/Global-carbon-emissions-from-1900-to-2021-Source-International-Energy-Agency-Global\\_fig1\\_366891903](https://www.researchgate.net/figure/Global-carbon-emissions-from-1900-to-2021-Source-International-Energy-Agency-Global_fig1_366891903)



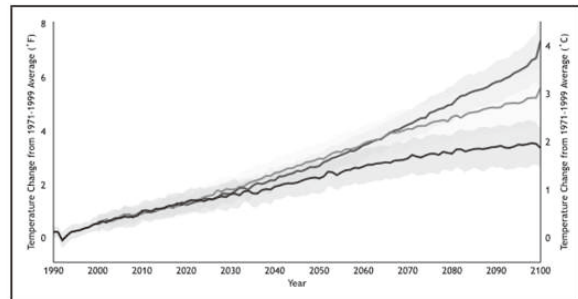
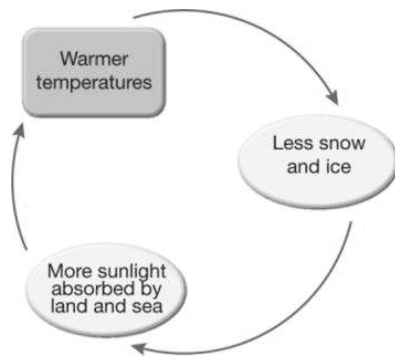
Data source: Ember (2024), Energy Institute - Statistical Review of World Energy (2023) OurWorldInData.org/energy | CC BY  
Note: "Other renewables" include waste, geothermal, wave, and tidal.

<https://ourworldindata.org/energy>

# The Most Worrying News

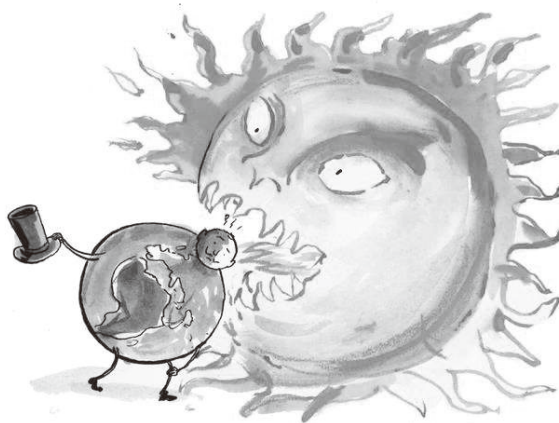
## A very uncertain future

### What happens when thresholds are crossed?



<https://www.climate.gov/news-features/understanding-climate/climate-change-global-temperature-projections>

## Will the world End?



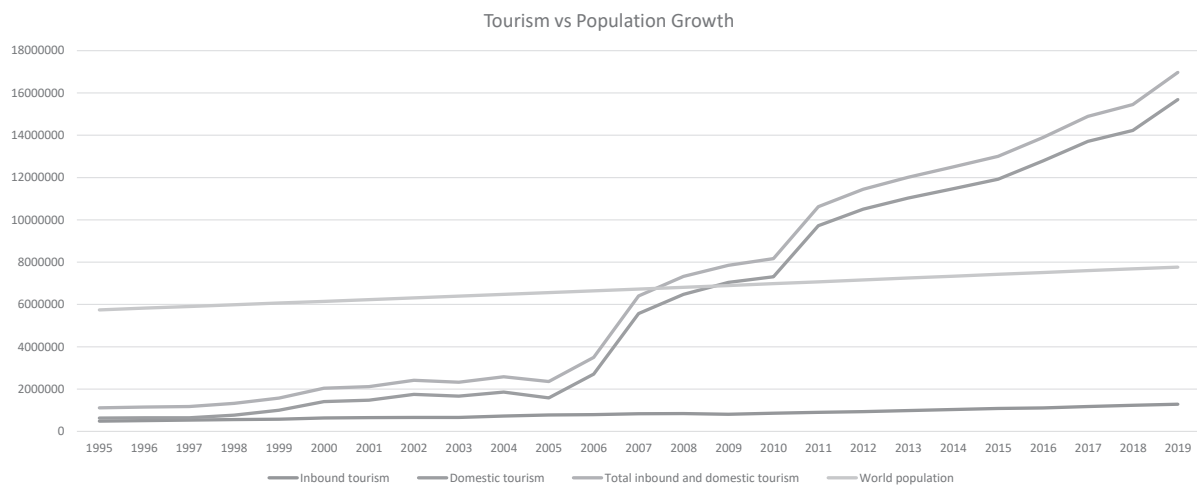
<https://www.theatlantic.com/magazine/archive/2013/07/how-and-when-will-the-world-end/309400/>



# Tourism in an Unsustainable World



## Where does tourism fit?

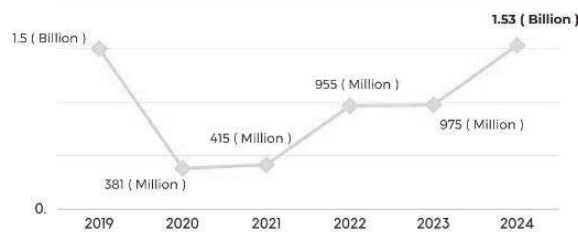




## COVID never happened

- Hope that COVID would transform tourism. But...
- International arrivals in 2024 at or above pre-pandemic levels

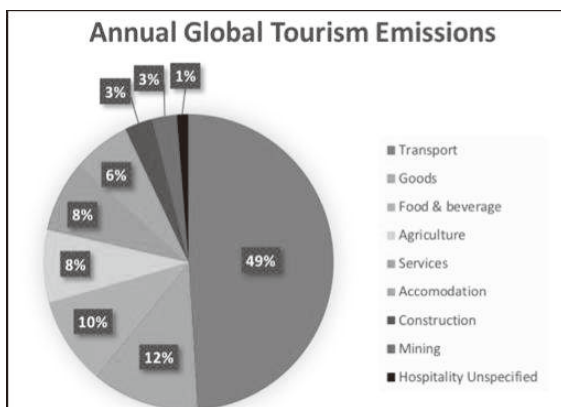
### International Tourist Arrival In 2024



<https://wptravel.io/global-tourism-industry-statistics/>

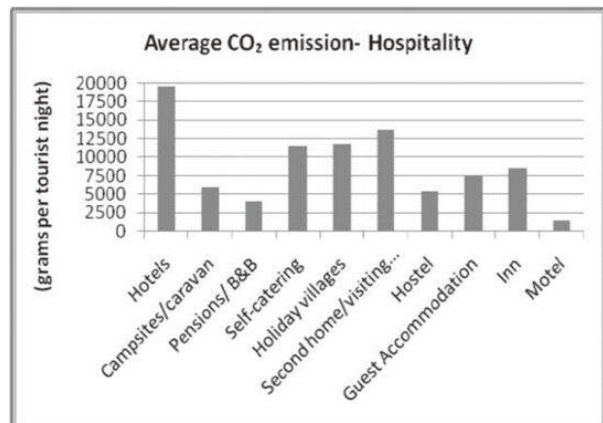
## Tourism Emissions

### Mode of transport



<https://www.bu.edu/bhr/files/2020/02/Picture2-2.png>

### Type of accommodation

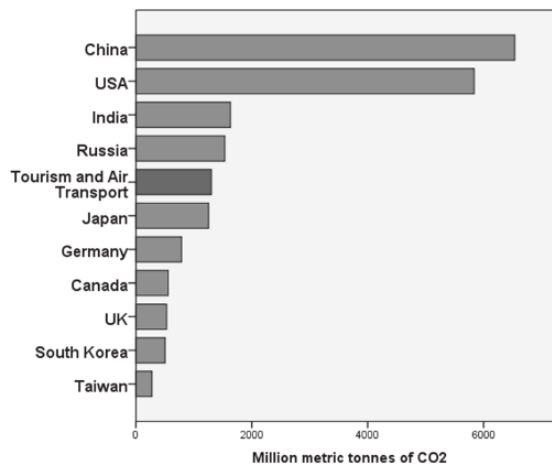


[https://www.researchgate.net/figure/Average-carbon-dioxide-emissions-by-different-accommodation-establishments-grams-per\\_fig2\\_290315631](https://www.researchgate.net/figure/Average-carbon-dioxide-emissions-by-different-accommodation-establishments-grams-per_fig2_290315631)



If the global economy is unsustainable and tourism is part of the global economy can it be sustainable?

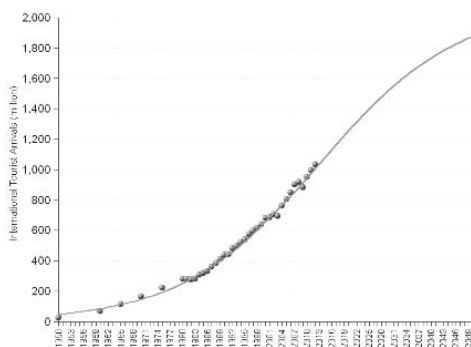
- Tourism now estimated to contribute 8% of carbon emissions
- Total emissions projected to double.



Source: Pang, S., McKercher, B. & B. Prideaux (2012)

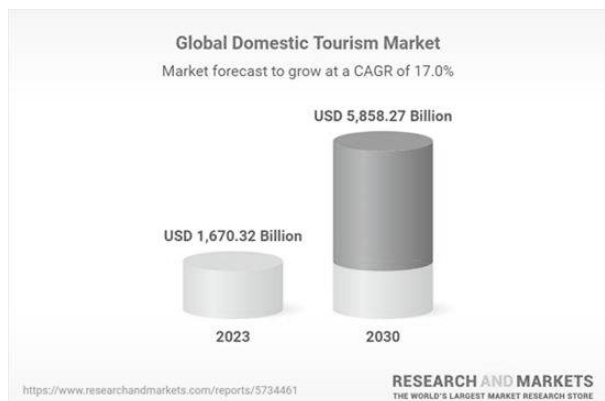
## Tourism Forecasts

### International Tourism Forecast



[https://stats.areppim.com/stats/stats\\_ita.htm](https://stats.areppim.com/stats/stats_ita.htm)

### Domestic Tourism Forecast

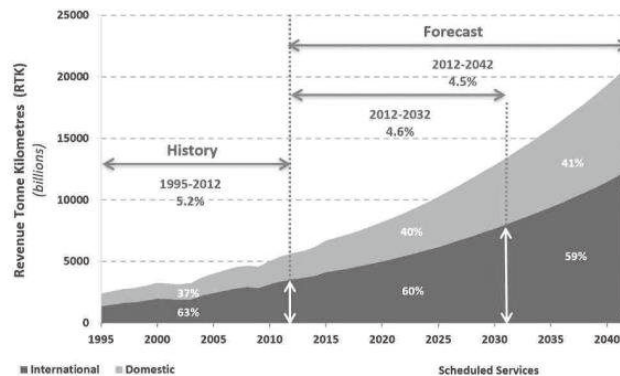


<https://ml.globenewswire.com/Resource/Download/75461d85-c1a9-4347-9097-4ed51917cecd?size=3>

## Aviation Forecast

### ICAO forecast

- Currently, 100,000 plus commercial flights every day or over 400 departures per hour!
- By 2030s, 200,000 flights per day
- Aviation excluded from the Paris Accord!

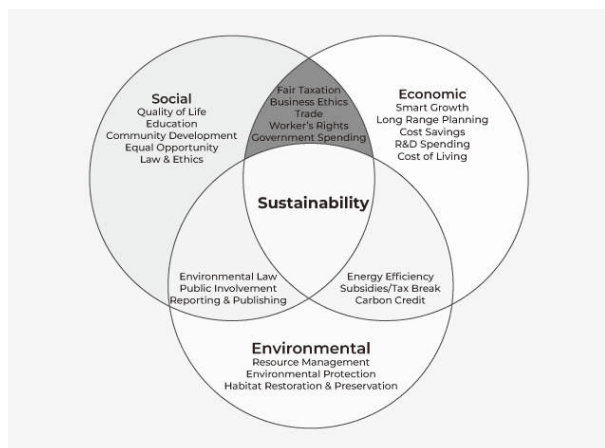


<https://www.icao.int/Meetings/FutureOfAviation/Pages/default.aspx>

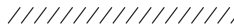
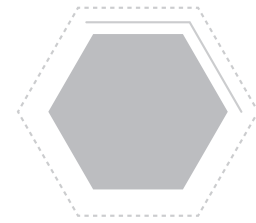
## How to proceed?

### Key principles of Sustainability:

- Inter-generational equity
- Intra-generational equity
- Public participation
- Environmental protection
- Deal cautiously with risk



<https://www.geeksforgeeks.org/principles-of-sustainable-development/>



## A contested term

Strong sustainability

Weak sustainability

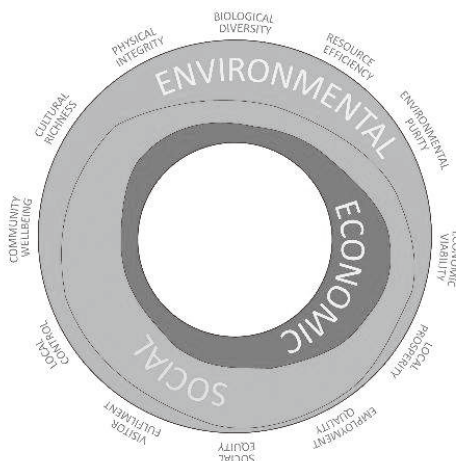


## Sustainable Tourism

- Not a new concept
- At least 3 generations
  - Reactive response to try to address tourism's impacts (to early 2000s)
  - Governance issues (to mid 2000s)
  - Integrate tourism into the broader sustainability and climate change debate (2020s)

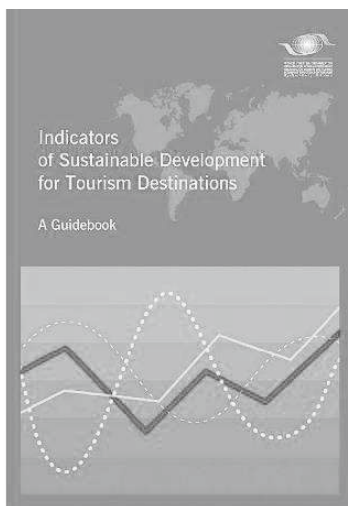


## The challenge – What to sustain (1)



## The challenge (2) Where to start?

- Manual over 500 pages long
- 13 broad dimensions
- 40+ themes
- 150 sub-components
- over 700 possible indicators.



1. Wellbeing of host communities (5 categories)
2. Sustaining cultural assets
3. Community participation in tourism
4. Tourist satisfaction
5. Health and safety (4 categories)
6. Capturing economic benefits of tourism (7 categories)
7. Protection of valuable natural assets
8. Managing scarce natural resources (4 categories)
9. Limiting impacts of tourism activity (5 categories)
10. Controlling tourism activities and levels
11. Destination planning and control
12. Destination products and services
13. Sustainability of tourism operations and services



# UNWTO Sustainable Development Goals



17 sustainability goals

100+ sub themes

---

## The Challenge (3) Tourism is a Powerful Competitor

- Three types of destination space

Tourism Space



Shared Space



Non-tourism Space



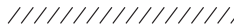
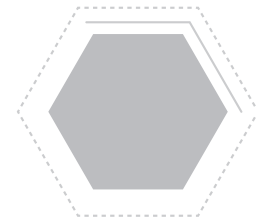
## The challenge (4) The politics of sustainability

- The malleability of the sustainable tourism as a cultural construct that is open to ambiguous and multiple interpretations;
- The inherent complexity of tourism and its linkages with all other economic sectors making it difficult to isolate tourism sustainability from broader community or national sustainability;
- The obsession with trying to develop quantifiable indicators creates multiple problems, including debate about what indicators to include, how to weight them, how to measure them and how to monitor them;
- The emergence of indicators as an end in itself (tick the box) rather than as a means to a better end (improve performance);
- How the term has become jargonised and lost its meaning over the years;
- Political baggage associated with the term and the left/right political divide over both the need to act and how to act, and;
- The feeling that the bar is set too low to maintain the status quo, rather than to improve the situation.

## The challenge (5): Political economy of tourism



- Embedded in underlying growth imperative the reinforces social and ecological impacts
- Follows model of continued growth
- Most sustainable acts work on the margins and not on the core issues
- Hard political and economic decisions are needed
- Tragedy of the commons



## The difficult path to a more sustainable tourism future

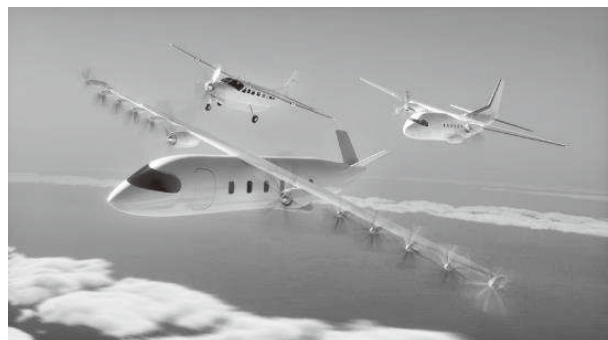


---

## Reliance on technology and not change



<https://www.autoblog.com/2013/10/11/taiwanese-taxi-group-orders-1-500-e6-evs-from-byd/>

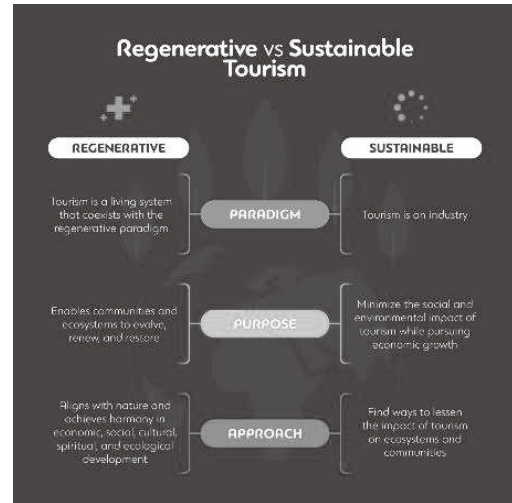


<https://www.abc.net.au/news/2024-05-05/electric-aeroplanes-aviation-industry-shrink-carbon-emissions/103796074>



## Is regenerative tourism the answer?

- Call for a fundamental change in how tourism operates in response to opportunities provided by COVID-19
- Core argument – sustainable tourism seeks to do less harm, while regenerative tourism seeks to actively undo the harm tourism causes
- Establish tourism in a more holistic framework so tourism delivers net positive benefits to people, places, nature and supports long term renewal
- Calls for a fundamental change in the economic model



<https://mize.tech/blog/regenerative-tourism-101-what-it-is-examples-implementation-more/>

## Is de-growth realistic?



- In principle – recognises that the current economic production system will deplete non-renewable resources
- Calls for drastic reduction in consumption
- Focus on quality of life rather than quantity of consumption



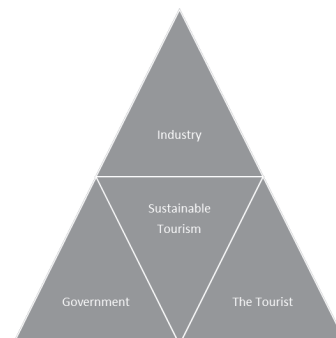
## The greatest challenge? Changing consumer behaviour

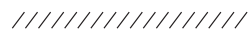


---

## A Tripartite solution

- Each has a role to play





## Small Victories

Taronga Zoo



<https://www.triplem.com.au/story/taronga-zoo-sydney-dec-school-holidays-206032>

Shangri-La Bangkok



Scandic Hotels



<https://www.travelweekly.com/Hotels/Ornskoldsvik-Sweden/Scandic-Hotel-Ornskoldsvik-p3650739>

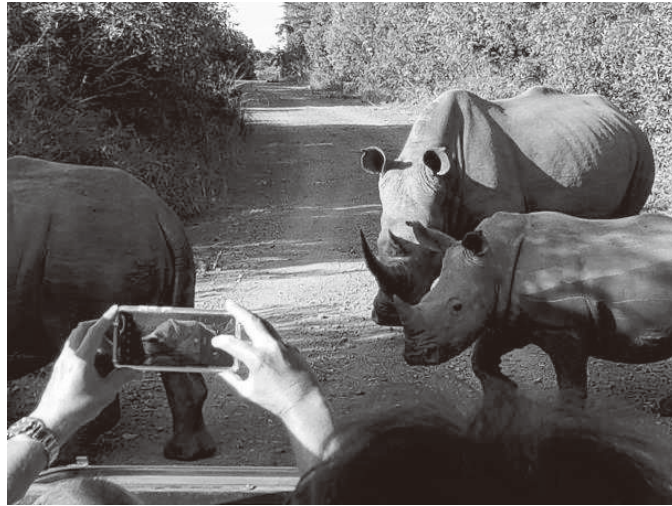
TUI travel



<https://www.youtube.com/ThomsonHols>

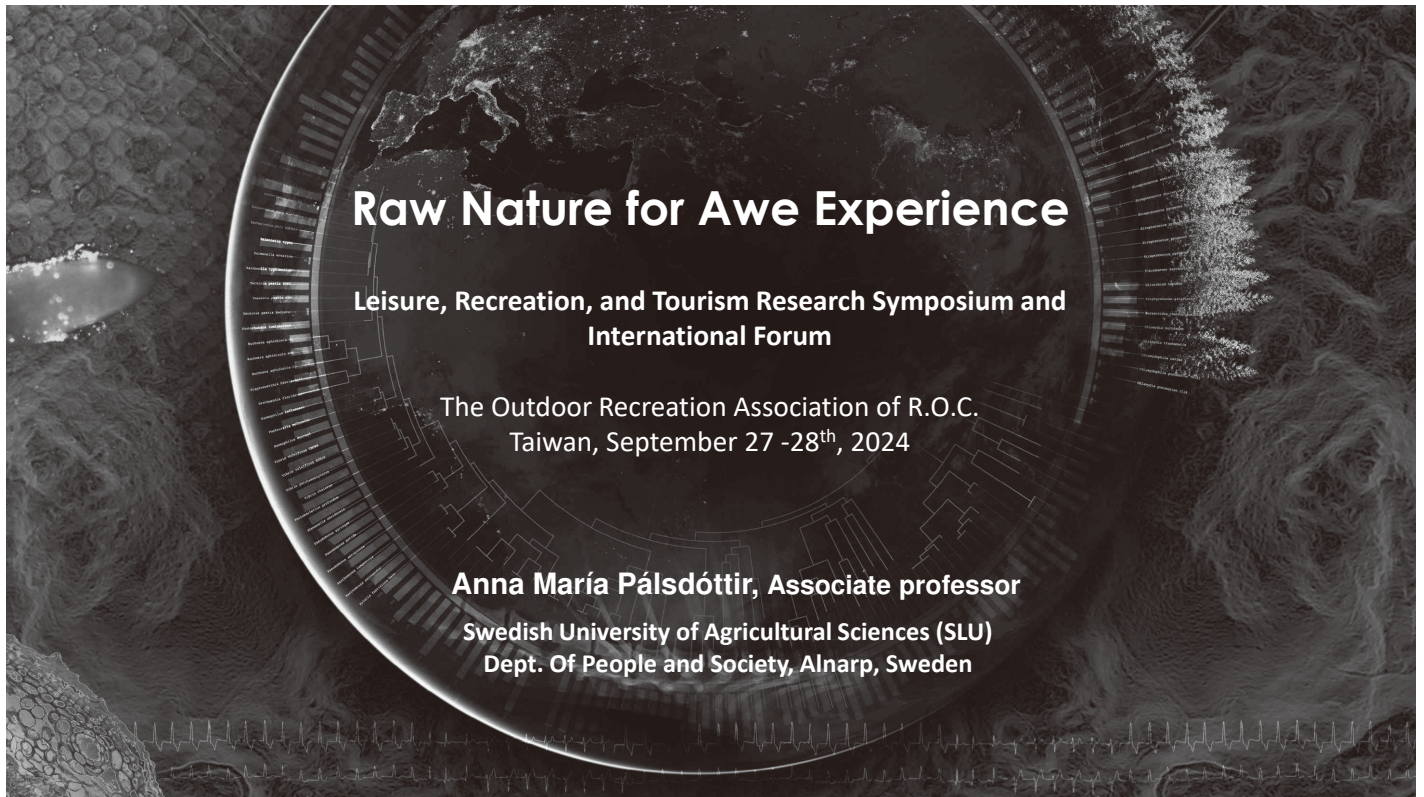
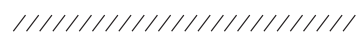


Can tourism ever be sustainable?



---

Thank you



## Raw Nature for Awe Experience

---

- Introduction to the field of Awe experience
- Iceland – geology
- Raw nature for Awe experience - (main part: photos)
- Security aspects
- Awe is everywhere - Our amazing world
- Questions and Thank you.



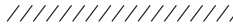
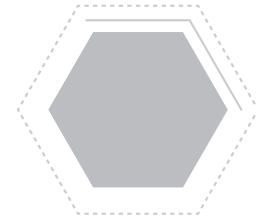


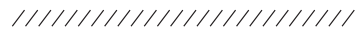
Photo Anna Maria Pálsdóttir

## Raw Nature for Awe Experience

---

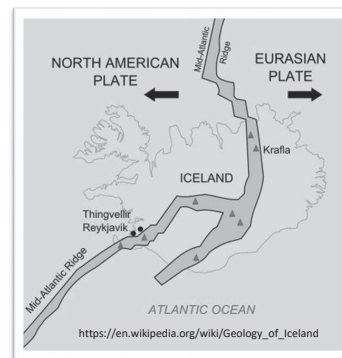
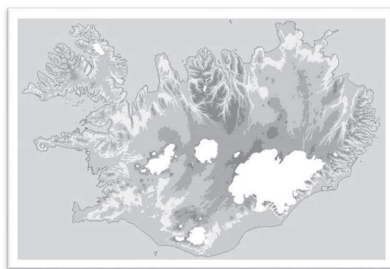
- Introduction to the field of Awe experience
  - The Psychology of Awe
  - The Positive Awe
  - The Benefits of Awe





## Raw Nature for Awe Experience

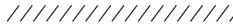
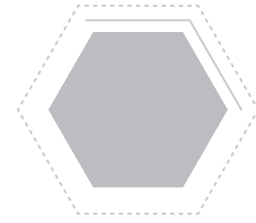
- Iceland – geology



## Raw Nature for Awe Experience

- Raw nature for Awe experience
  - Photo examples from natural scenery

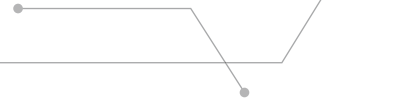




# Ísland 冰島







## Raw Nature for Awe Experience

---

- Security aspects



## Raw Nature for Awe Experience

---

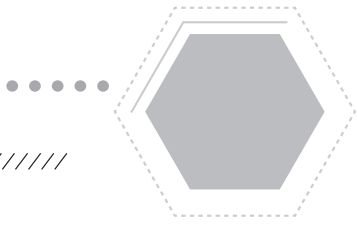
- Awe is everywhere
  - Our amazing world
  - Regenerative tourism
- Questions and Thank you.











戶外遊憩學會官網



戶外遊憩學會  
臉書粉絲專頁



# 中華民國戶外遊憩學會

The Outdoor Recreation Association of R.O.C.

-  執行秘書 邱小姐
-  recreation.service@gmail.com
-  0988-823869
-  114026 臺北市內湖區南京東路六段 150 號 4 樓之 1



經費補助單位：教育部、國家科學及技術委員會、交通部觀光署  
主辦單位：國立暨南國際大學、中華民國戶外遊憩學會、  
國立暨南國際大學管理學院、暨大地方產業創生中心