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PROCEEDINGS

Regional Development, Sustainability, Education and the Next Generation

Proceedings of the
8th International Research Forum on Guided Tours

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Eurac Research
Institute for Regional Development
Drususallee 1
39100 Bozen
T +39 0471 055 300
regional.development@eurac.edu
www.eurac.edu

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Edited by: Miriam L. Weiß
Authors: Ambrósio Vitor, Aysin Örnek Nazlı, Braga Carla, Brito Miguel L., Carvalho Cristina, Carvalho Ilídia, Dengler-Mahé Evelyne, Griffin Kevin, Karamustafa Kurtuluş, Klaniczay János, Koerts Dineke, Kojima Hiroki, Kregar Gliha Mateja, Leitão Isilda, Lupascu Tatiana, Mathon Patrick, Örnek Saim, Papadopoulou Dimitria, Potočnik Topler Jasna, Skinner Jonathan, Yetgin Akgün Duygu, Weiß Miriam L.
Scientific Committee: Miguel L. Brito, Cristina Carvalho, Bálint Kádár, Reidar J. Mykletun, Thomas Streifeneder, Miriam L. Weiß

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1 Rethinking Guided Tours for a Sustainable Future: Main Insights from the IRFGT 2024

In the face of climate crisis, overtourism, a shortage of skilled labor, the threat of pandemics, an ageing society, and ongoing technologization, the International Research Forum on Guided Tours (IRFGT) 2024 was dedicated to rethinking guided tours to steer them in a more sustainable direction. What needs to be considered today to prepare the guiding sector for tomorrow?

For the 8th time, the IRFGT acted as exchange platform for academic researchers, practitioners, associations, and other stakeholders. They convened to discuss the state of art, challenges, opportunities, as well as future development perspectives of tour guiding worldwide. At the center of this year's forum were the topics regional development, education, sustainability, and the next generation to address the questions:

- How can guided tours contribute to the sustainable development of a region?
- Which education and training is required to prepare tour guides for the future?
- Which perspectives for the next generation of tour guides?

Tour guides were highlighted as knowledge and experience brokers who bridge the gap between visitors and locals, conveying history, traditions, and innovations through their specialized expertise. Their role is key in ensuring that guided tours do more than entertain — they can foster regional development by encouraging environmentally conscious behavior, addressing social structures, and creating meaningful connections between cultures.

The discussions also emphasized the need for continuous education and training to help guides meet the demands of increasingly informed tour participants and evolving tourism trends. Well-trained guides not only enrich visitor experiences with local insights but also contribute to the long-term sustainability of the tourism sector.

Additionally, addressing sustainable tourism was a central concern, recognizing that tour guides play a pivotal role in promoting responsible travel practices and drawing attention to local challenges. To support the future workforce, the IRFGT explored the importance of building attractive career paths and adequate remuneration systems to encourage the next generation of tour guides.

The International Research Forum on Guided Tours

The IRFGT was founded in 2009 by a Swedish research group at Halmstad University and has since been held on a regular basis to bring together people and perspectives within the scope of Guided Tours. The IRFGT was last held in 2021 in Ankara (online), 2019 in Malta, 2017 in Denmark, 2015 in Portugal, 2013 in the Netherlands, and 2011 in Great Britain.

The Forum has been driven by the belief that guided tours are an under-researched yet highly important and multi-facetted phenomenon in the world of tourism. By examining tour guiding practices from multiple viewpoints, IRFGT aims to not only shed light on the remarkable diversity of tours but also to ascertain their meaning and significance more precisely and comprehensively through debate, discussion, sharing and participating in guided tours.



Participants from 14 countries convene in Bolzano/Bozen to share case studies and insights on tour guiding during the 8th IRFGT.

1.1 Eurac Research and the IRFGT 2024

Eurac Research was founded as a private research center in 1992 to address issues in language and law, alpine environment, minorities, and autonomy, that were at the time of pressing scientific interest in the Autonomous Province of Bolzano-South Tyrol. Over the years, the scope of research expanded to include management and corporate culture, genetic medicine, and renewable energy.

The Institute for Regional Development at Eurac Research collaborates locally and internationally to build resilient communities, to increase environmentally friendly mindsets, and to keep mountain areas vital places to live and work.

Tourism has a long tradition in South Tyrol in the Italian Alps so that different guide profiles developed over the years. Every year, with rising tendency, roughly 8 million people visit South Tyrol and spend more than 35 million nights in the area. As about 250 tour guides and managers guide up to 500,000 people through South Tyrol's cities, villages, and mountains per year, the topic has become a matter of interest to the Institute for Regional Development with the aim to better understand and explore trends and perspectives of this activity in the region.

1.2 IRFGT 2024 Proceedings

Over the course of two and a half days, three keynotes and twelve presentations were given. Participants exchanged ideas in three workshops and were introduced to Bolzano in three different classic and experimental guided tours which are shortly presented in the following overview. Contributors originated from 14 countries.

The international and local audience was welcomed by **Roland Psenner**, President of Eurac Research, **Ulrich Höllrigl**, Director of the Department of Agriculture, Forestry, and Tourism of the Autonomous Province of Bolzano-South Tyrol, and **Thomas Streifeneder**, Head of the Institute for Regional Development at Eurac Research. On behalf of the host institution, **Miriam L. Weiß** moderated the Forum.



Roland Psenner, president of Eurac Research, welcomes the IRFGT delegates.

On day one, the IRFGT 2024 was opened by **Evelyne Dengler-Mahé**, co-founder of the Austria Guides for Future in Vienna. She shared the association's development path and laid out how through cooperation, sharing, and co-creation, it was enabled to transform traditional discourses about history, art and culture into future-oriented stories that since 2020 constitute its innovative Vienna city tours.

The first research session of three contributions was dedicated to Future, Innovation & Technology in Guided Tours. **Nazlı Aysin Örnek** projected the future landscape of the tour-guiding profession from the perspective of tourist guides, envisioning the scenario by 2040 with a focus on visitor expectations and the influence of technological and sociological factors. **Mateja Kregar Gliha** made a case for online guided tours, which provide not only a possible way to deliver tours to visitors who cannot travel physically for various reasons but also as an alternative for tour guides to deliver their expertise at different times when they have capacities. **Hiroki Kojima** shed light on current trends and issues in the tour guiding industry in Japan, which has recently been deregulated. He underlined the importance of humanities and social sciences as contents of tour guide training and examination, while currently a focus on language skills predominates.

The second research session of three contributions addressed sustainable tour guiding and regional development. Based on research in the Sintra area, a touristic hotspot in Portugal, **Miguel L. Brito** proposes several ways in which tourist guides can act as mass tourism regulators, while making a point for the necessity to address the consequences of mass tourism at its roots (rather than curing its symptoms). A second case study on Portuguese Sintra was presented by **Carla Braga**, whose analysis has revealed that tourist guides' role as mediators between local communities and visitors can and should be further improved and promoted. This could associate the local population more to tourism activities and provide more equal access to the economic, social and cultural. Benefits of tourism. **Duygu Yetgin Akgün's** bibliometric analysis of the past IRFGT editions revealed how the forum has developed (2009-21) in bibliometric parameters such as the research topics, method, data collection techniques and data sources, as well as in the number of contributions submitted/presented, and the origin and affiliation of authors and institutions.

In a Think Lab on Guided Tours for Future, hosted by **Evelyne Dengler-Mahé**, participants discussed in three groups what it takes to create tours as a team, to look for alliances, and how to get known.

A guided tour allowed participants to discover Bolzano's urban development path and its fascist architectural heritage that remains visible around the Eurac Research headquarters as well as in several parts of the city.

Day two was opened by **Patrick Mathon** from Lyon City Trek, France, who has adopted an ecological approach to guided tours, which address the nature theme in the city, transposes the world of mountain trekking into the urban area, and integrates sensory experiences into the guiding practice.

Next, two workshops were held in parallel. The Open Space Workshop, hosted by **Miriam L. Weiß**, generated concrete ideas for a joint project to continue working on after the IRFGT. The Heritage Interpretation workshop, hosted by **Miguel L. Brito**, enabled participants (tour guides) to develop hands-on interpretative capacities. Participants took part in selected outdoor activities to explore strategies for interpreting heritage, enabling them to apply the gained knowledge to a selected heritage source.

After a plenary session to share results from both workshops, the third research session addressed research agenda and itinerary design. **Kevin Griffin** discussed how relevant research and cooperation efforts are to further advance literature on sustainable tourist guiding to increase knowledge and exchange of theory and practice. **János Klaniczay** investigated 200 years of historic maps of Budapest to propose ways in which tour guides today can lead visitors to different places than the usual and highly frequented hotspots to alleviate from overtourism. **Isilda Leitão** explored the requirements for and contents of a literature and cinema based guided tour in Mainland Portugal.



Occasions to network and share experiences in the garden of Eurac Research.

Afterwards, **Patrick Mathon** guided an experimental "Terra Incognita" walking tour of Bolzano and **Georg Grote** from the Institute for Minority Rights of Eurac Research guided participants through Historical Bozen to *lieux de memoirs* between Nationalism and Regionalism.

Day three was opened by **Dineke Koerts**. She demonstrated how guided tours can add value to a tourism ecosystem like the Republic of Grain in the Province of Groningen which lives and promotes sustainable agriculture, regional products in a collaborative environment of local farmers, entrepreneurs, and experts. Engaging guides early on allows creating enjoyable experiences and meaningful visits explaining the context and purpose of the ecosystem for regional development.

The final research session addressed education and offered different country perspectives. **Vitor Ambrósio** outlined how transferring knowledge has changed for the past generations and that commitment to social responsibility, collaborative work settings, personal growth, and a strong sense of purpose are among the main characteristics of the next generation of tour guides. **Jonathan Skinner** examined the intersection of architecture, political ideologies, and sustainable practices through a case study of a hotel's development in an Italian city, illustrating how both the building and its guided tours evolve in parallel to engage stakeholders and future clients. **Saim Örnek** focused on how in Turkish Cappadoccia, tour guides play a crucial role in cultural transformation when enabled to acquire and impart knowledge about intangible cultural heritage, e.g. practices, expressions, and skills, like for example folk culture.



Thomas Streifeneder, Institute for Regional Development, Eurac Research



Director of the Department of Agriculture, Forestry, and Tourism of the Autonomous Province of Bolzano-South Tyrol





Impressions from welcoming the IRFGT delegates at Eurac Research.

1.3 Scientific Committee

Miguel L. Brito, Estoril Higher Institute for Tourism and Hotel Studies, Portugal

Cristina Carvalho, Estoril Higher Institute for Tourism and Hotel Studies, Portugal

Bálint Kádár, Budapest University of Technology and Economics, Hungary

Reidar J. Mykletun, University of Stavanger, Norway

Thomas Streifeneder, Institute for Regional Development of Eurac Research, Italy

Miriam L. Weiß, Institute for Regional Development of Eurac Research, Italy

1.4 Acknowledgements

At the Institute for Regional Development, we extend our sincere appreciation to the Foundation Südtiroler Sparkasse, the Bolzano Tourism Board, and the Association of Tourist Guides and Tour Managers of South Tyrol for their support of the International Research Forum. Their commitment to fostering knowledge exchange and professional development in the field has been essential in turning the International Research Forum into an enriching experience for all participants.







2 Program

Day 1 – **28 May 2024**

08:30 am	**Registration on site**	
09:00 am	**Welcome & opening remarks** **Roland Psenner**, President of Eurac Research **Ulrich Höllrigl**, Director Department of Agriculture, Forestry, and Tourism of the Autonomous Province of Bolzano-South Tyrol **Thomas Streifeneder**, Institute for Regional Development of Eurac Research	
09:15 am	**Turnaround: from Guides of the Past to Guides for Future** **Evelyne Dengler-Mahé**, Austria Guides for Future, Vienna	
09:45 am	**Research session A: Future, Innovation & Technology in Guided Tours**	
	The Future of Tour Guiding: An Evaluation Based on the Changing Profile and Demand of Tourists	Nazlı Aysin Örnek, Kurtuluş Karamustafa (Turkey)
	Online Guided Tour as a Pillar of a Resilient Tourist Guiding Business	Mateja Kregar Gliha (Slovenia) Tatiana Lupascu (Moldova) Dimitria Papadopoulou (Greece) Jasna Potočnik Topler (Slovenia)
	Preparatory Education for the National Government Licensed Guide Interpreter in Japan: Issues, Challenges, and the Way Forward	Hiroki Kojima (Japan)
11:00 am	*Coffee break*	
11:30 am	**Research session B: Sustainable Tour Guiding and Regional Development**	
	Tourist Guides as Mass Tourism Regulators	Miguel Luis Brito, Ilidia Carvalho (Portugal)
	The Perception and Contribution of Tourist Guides as Mediators between Local Communities and Visitors: Sintra's Case Study	Miguel Luis Brito, Cristina Carvalho, Carla Braga, Ilídia Carvalho (Portugal)
	Bibliometric Analysis of International Research Forum on Guided Tours (2009-2021)	Duygu Yetgin Akgün (Turkey)
01:00 pm	*Lunch break & networking*	
02:30 pm	**Think Lab: Guided Tours for Future: create as a team, look for alliances, get known!** Hosted by: **Evelyne Dengler-Mahé**, Austria Guides for Future, Vienna	
04:00 pm	**Discover Bolzano: City Life, Architecture, Nature & Wine** Urban development, architecture, landscape, and wine; duration ca. 2,5 hrs Brought to you by the Bolzano Tourism Board. Starts at Eurac Research.	
07:30 pm	*Italian Pizza Dinner* Ristorante Pizzeria Casa al Torchio, Via Museo 2/A, 39100 Bolzano	

Day 2 – **29 May 2024**

09:00 am	**Respectful guidance – Lyon City Trek Best Practices** **Patrick Mathon**, Lyon City Trek, France	
09:30 am	**Parallel workshops**	
	A) Exploring the Future of Tourist Guiding: Open Space Workshop The aim is to generate concrete ideas for a joint project proposal to continue working on after the Forum. Both researchers and practitioners are invited to participate.	Hosted by: Miriam L. Weiß, Institute for Regional Development of Eurac Research
	B) Heritage Interpretation This hands-on workshop aims at developing interpretative capacities of tourist guides. Participants are invited to take part in various outdoor activities to explore strategies for interpreting heritage. They are enabled to apply the gained knowledge to a selected heritage resource.	Hosted by: Miguel Brito, Estoril Higher Institute for Tourism and Hotel Studies
	Coffee station	
11:30 pm	**Plenary session to share results from both workshops**	
12:00 pm	*Lunch break & networking*	
01:30 pm	**Research session C: Research Agenda and Itinerary Design**	
	Setting a Research Agenda for Tour Guiding	Kevin Griffin (Ireland)
	Tackling Challenges of Mass Tourism by Analysing Historic Tourist Maps	János Klaniczay (Hungary)
	Submerged Morning: A Potential Tourist Itinerary with the Literature and the Cinema	Isilda Leitão (Portugal)
03:00 pm	**Urban exploration tour**	
	A) Terra Incognita Tour – experimental guided walking tour of Bolzano with Patrick Mathon, Lyon City Trek	(starts at Eurac Research)
	B) Historical Bozen: Lieux de memoirs between Nationalism and Regionalism with Georg Grote, Institute for Minority Rights of Eurac Research	(starts at Palazzo Provinciale, Piazza Silvius Magnago 1, 39100 Bolzano, about 20 mins. walking distance from Eurac Research)
07:30 pm	*Dinner* Restaurant Zum Bogen Bistro, Via Dr. Josef Streiter 31, 39100 Bolzano	

Day 3 – **30 May 2024**

09:00 am	**How can Tourist Guides Add Value to a Regional Tourism Ecosystem? A Case Study of the "Republic of Grain" (The Netherlands)** **Dineke Koerts** (The Netherlands)	
09:30 am	**Research session D: Education and Country Perspectives**	
	Transferring 'Generation Z' Students and Their Knowledge into the Tour Guiding Work Environment	Vitor Ambrósio, Carla Braga, Miguel Luis Brito (Portugal)
	Tour Guiding in Development – an Italian Example	Jonathan Skinner (United Kingdom)
	The Importance of Guided Tours for the Sustainability of Folk Culture	Saim Örnek, Nazlı Aysin Örnek (Turkey)
10:00 am	*Coffee break*	
12:00 pm	**Wrap-up and outlook to the 9th IRFGT**	

3 Keynotes



Keynote speakers Evelyne Dengler-Mahé, Patrick Mathon, Dineke Koerts

3.1 Turnaround: from Guides of the Past to Guides for Future

Evelyne Dengler-Mahé
Austria Guides for Future
E-Mail: evelyne.dengler-mahe@netventure.at

Abstract

The rapid advancement of climate change has prompted various industries, including tourism, to rethink their roles and responsibilities in sustainable development. The contribution focuses on the innovative approach of the "Austria Guides for Future" association, founded in 2020, which transforms traditional guided tours into educational tools for environmental awareness and climate action. A central question addressed in the speech is how guided tours can evolve to serve as a medium for promoting sustainability and what the impact of such an initiative could be on both local and international audiences. The relevance of this question lies in the growing recognition of tourism's environmental impact and the industry's potential to contribute to the mitigation of climate change. By integrating education on sustainability into the tourism experience, "Austria Guides for Future" offer a model that can inspire other sectors to align with global sustainability goals. It explores the role of tour guides as mediators between historical narratives and future-oriented climate action, positioning them not just as interpreters of the past but as advocates for the future. The approach to designing the tours involves interviews with stakeholders, such as city planners, educational institutions, and experts, participant observation, and continuous desk research.

Customer feedback, media coverage, and increasing demand for the tours suggest that these climate-conscious guided tours are successful for several reasons. They address key sustainability themes such as cooling, greening, energy, mobility, and consumption, offering visitors an engaging way to understand how cities like Vienna are preparing for climate adaptation. The district-specific Grätzelführungen tours highlight local challenges and solutions, offering a detailed, place-based learning experience. Additionally, their involvement in events like the International Building Exhibition (IBA) has broadened their reach and impact. The association's success is further attributed to its alignment with Fridays for Future, a prominent climate movement, and partnerships with local environmental organizations, universities, and city authorities. Their "walking-through-the-town" model allows for an immersive experience, linking historical knowledge with current and future urban sustainability efforts. This approach not only enriches the tourist experience but also promotes long-term environmental consciousness.

In conclusion, "Austria Guides for Future" offers a unique model of how guided tours can be leveraged as a tool for climate education and sustainability advocacy. Their work illustrates the potential for tourism to contribute to regional development and urban resilience by raising awareness among both locals and international visitors. Demand for these tours underline the importance of innovative, interdisciplinary approaches in addressing the climate crisis through education and tourism.

Keywords: sustainability, guided tours, climate change, regional development, environmental education

3.2 Respectful Guidance – Lyon City Trek Best Practices

Patrick Mathon
Lyon City Trek, France
E-Mail: contact@lyoncitytrek.fr

Abstract

In 2014, Lyon City Trek was established to design and lead urban walks in Lyon. Lyon City Trek aims to offer unique tours in emerging districts rather than to function as classical tourist guide. This approach avoids competition with existing guides and helps to alleviate overcrowding at popular heritage sites.

The approach is rooted in ecological principles, focusing on the theme of nature within the urban landscape, adapting elements of mountain trekking to the city, and incorporating sensory experiences into each walk:

- Tourism is approached respectfully, offering a sustainable experience that honors both nature and the urban environment, with a commitment to respect for people and local culture. Communications are kept clean, fair, and mindful of excess, highlighting local values and businesses.
- Walking is promoted as an alternative to traditional tours, with urban treks offered instead of conventional academic excursions. Walking is valued for its health benefits, its respect for the environment, and its role in reducing both atmospheric and noise pollution.
- The natural features of Lyon's geography are celebrated, including the confluence of the city's two rivers and the views from its wooded hills, which stretch towards the Alps, Mont Blanc, and the Monts du Pilat.
- A commitment to ethics, social responsibility, and solidarity is central, with an emphasis on showcasing local initiatives and the distinctive soul of Lyon.
- Iconic monuments and postcard-worthy landmarks are thoughtfully included in each trek, honoring the city's heritage while inviting participants to experience a city that is enjoyable to walk through. Emphasizing the landscape's sensory aspects and capturing the moment's atmosphere are at the heart of these urban treks.

The guidance style offered has unique characteristics, aligning well with the growing popularity of experiential approaches, particularly through a sensitivity-focused perspective. In light of the ecological crisis and the post-COVID era, the public increasingly seeks leisure activities connected to nature. Although recent years – with challenges like COVID restrictions and safety concerns – limited urban walks, this approach now resonates with current interests. It offers mindful city treks, silvotherapy, and ecology-focused experiences such as Deep Time Walks, including a variety of options outside UNESCO heritage areas.

Over the years, it has become clear that the storytelling during each tour is as significant as the destinations themselves. The essence lies in creating a shared, memorable moment where participants enjoy being surprised by the guide – seeking the unexpected. This approach requires understanding the

group's interests while still delivering surprises, perhaps through an unexpected route or by introducing a hidden point of interest.

City treks are designed to foster a deep understanding of the area and its ecology, evoking emotional responses and a sense of connection through the act of walking. This storytelling becomes embodied in the journey itself. Increasingly, tours are crafted with a narrative structure that leverages both knowledge of Lyon's history and urban planning alongside environmental mediation techniques. These techniques immerse participants in sensory engagement, encouraging active listening, silent walking, landscape reading, and tactile connections with the environment. The goal is for each person to experience the landscape collectively and emotionally, enhancing the journey through embodied perception.

This innovative approach to guiding centers more on the journey and sensory experience than on the destination, adding an emotional layer to each tour. In this spirit, the concept of a Terra Incognita excursion is introduced, where these practices could apply even in unfamiliar cities – inviting participants to explore the unknown in a shared, immersive experience.

3.3 How can Guided Tours Add Value to a Regional Tourism Ecosystem? A Case Study of the "Republic of Grain" (The Netherlands)

Dineke Koerts, Phd
Researcher & lecturer (retired), Breda University of Applied Science Tourism Expert, PUM Netherlands
ORCID: https://orcid.org/0009-0007-8567-4133
E-Mail: dineke@borneoco.nl

Extended Abstract

Tourism ecosystems

The growing complexity of the development and management of tourism has led to an increased awareness that tourism cannot be considered as a self-contained sector but that it is part of society at large. While actor-network theory has been around for quite a while as an approach to thinking about tourism, (e.g. Van der Duim, 2007; Ren et al., 2010; Tribe, 2010; Jørgensen, 2017; Hartman et al. 2020), there currently seems to be a surge of interest in looking at tourism from a **tourism ecosystem** perspective (e.g. Hillebrand, 2022; Jacobides & Farri, 2023). Borrowed from biology, the term ecosystem in business "generally refers to a group of interacting firms that depend on each other's activities" (Jacobides et al., 2018, p.1) but is not hierarchically managed. A tourism ecosystem can be considered as a non-hierarchical, dynamic group of stakeholders (e.g. entrepreneurs, local citizens, nature organizations, government, tourist guides, research institutes, NGO's) tied together in a web of interdependent yet autonomous activities around a common goal such as creating better places for local residents as well as tourists.

A tourism ecosystem perspective is seen as a more holistic approach to address complex problems such as developing sustainable forms of tourism that can positively influence regional development. Although the contributions of tourist guides to sustainable forms of tourism have been widely discussed (e.g. Weiler & Kim, 2011; Pereira & Mykletun, 2012; Walker & Moscardo, 2014; Sangpikul, 2019), their place in tourism ecosystems does not seem to have been explored in-depth. This presentation aims to address this topic through a case study in Groningen (the northern part of the Netherlands) and tries to shed some light on the value that tourist guides possibly add to a tourism ecosystem.

The Province of Groningen

The Province of Groningen is embracing a tourism ecosystem approach in which connections between hospitality, arts and culture, heritage, mobility and nature are expected to contribute to *broad prosperity* and *liveable villages* (Team Vrijetijdseconomie, 2020). *Broad prosperity* and *liveable villages* are focus points in regional development because both were destroyed in Groningen during decades of natural gas extraction which started in 1963. The gas extraction laid the foundation for the Dutch welfare state and was so lucrative that both the government and energy companies disregarded and tried to cover up the risks of earthquakes (The Northern Times, 2023). Since the 1980s, however, due to the gas pumping activities around 1,600 earthquakes have taken place in this area, leaving many buildings in ruins. After decades of protests, a parliamentary inquiry recently concluded that the gas that made the Netherlands rich has left villages in Groningen falling apart and its people stressed and in ill health (Parliamentary Committee of Inquiry, 2023). Twenty billion euro's compensation money is currently being transferred to the Province, partly for repair and rebuilding of houses and partly for regional development in which tourism is considered an important contributor.

The added value of guided tours to a tourism ecosystem: the case of the Republic of Grain

The northeastern part of Groningen once was the "granary of Europe" where very wealthy gentleman farmers lived and very poor labourers tilled the endless fields of mainly wheat. These vast grain fields can still be found in this area. Today, however, the grain is mostly of low quality, primarily used for cattle feed and does not provide the generous incomes of earlier days anymore. Depletion of the soil as well as declining biodiversity are additional problems. With a grant from the "gas" compensation money for regional development, the Republic of Grain (www.graanrepubliek.nl) came about. This organization - located in a beautifully restored industrial heritage site, an old train depot - is a cooperative of local farmers and entrepreneurs with a mission to create new and sustainable products that add more value to various old and new types of grain that can be grown in this area and to change the way people think about food. Participants collaborate in the shortest possible, local supply chain where everyone creates and receives value (www.graanrepubliek.nl/over-ons).

Every Saturday guided tours are conducted which end with a tasting of some of the Republic of Grain's products. While a visit to this heritage site in itself is quite interesting, the guided tours could possibly not only increase visitor satisfaction by providing more context but also create greater awareness of and interest in the carefully created products and thus add significant value to this particular tourism ecosystem.

Method and findings

The research was conducted between February and May 2024 from a qualitative perspective that included participative observation (during four tours) and informal chats pre-tour and during the post-tour tastings. The objective of the research was to identify and describe the content of the narratives produced at the Republic of Grain and to evaluate the extent to which the guided tours contribute to the value of this specific tourism ecosystem with a focus on regional development.

The Republic of Grain houses (spring 2024) a brewery, distillery, bakery, grain lab (for research and experimentation with grain), shop, restaurant and facilities for meetings & events. The facility is accessible to the general public on Saturdays between the hours of 10:00 am and 6:00 pm. On these days, visitors may reserve a slot for the Grain Republic Experience. The tour commences at 2:30 pm and lasts approximately one hour, with a cost of €17.50 per person (spring 2024). During this experience a guide takes visitors on a journey through the building, visiting the distillery, brewery, bakery and grain lab. The tour culminates in a tasting of the Republic of Grain's products in the restaurant or on the terrace.

The number of participants in the observed experiences ranged from 20 to 25, with the majority hailing from the province of Groningen, although not exclusively. The reasons for participation, as cited during informal chats, included:

- an interest in industrial heritage;
- wanting to know more about the grain-based products created here;
- an interest in sustainable agriculture;
- a new experience to have a good time with friends and / or family.

During the tours, the guides shared stories about the history of the building and the region, the different types of grain cultivated in the area today and sustainable agricultural practices, the companies currently situated within the Republic of Grain and their respective products. The tours concluded with an invitation to taste and purchase the products developed and/or manufactured on the premises.

The Republic of Grain can be seen as a tourism ecosystem that brings together farmers, entrepreneurs, product developers, and visitors around the development of sustainable agriculture and grain-based products. The guided tours definitely add value to and are crucial for the Republic of Grain as they:

- add a tourist attraction to the region;
- attract visitors and bring in money;
- create enthusiasm and support for the concept of the Republic of Grain concept through stories and information;
- invite visitors to “do good” and be a part of the project by buying its products;
- stimulate visitors to become ambassadors for the Republic of Grain by spreading the word and by continuing to buy the products created here (which are also available elsewhere).

How can guided tours add value to a tourism ecosystem?

It is challenging to draw definitive conclusions based on a single, limited case study. Nevertheless, it is evident that guided tours can exert a beneficial influence on tourism ecosystems. It is therefore recommended that tourists guides be engaged from the outset when attempting to construct a tourism ecosystem. Tourist guides possess the expertise to devise itineraries that are logical and direct visitors to locations deemed significant by the stakeholders in the ecosystem. Furthermore, guides are uniquely positioned to facilitate the creation of engaging and meaningful experiences. They are experts in logistics, with an understanding of optimal visitor positioning for maximum engagement or optimal views, as well as the requisite time for traversing between locations. Guides can construct narratives that integrate the various elements of an ecosystem, providing a coherent experience. In essence, guides are essential for not only creating an enjoyable experience but also a meaningful visit that elucidates the context and purpose of the ecosystem, ensuring that visitors will remember, share, and potentially act upon their experience after returning home.

Keywords: guided tours, tourism ecosystem, regional development, Groningen, grain-based products

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4 Research Sessions and Related Abstracts

4.1 Session A: Future, Innovation & Technology in Guided Tours

4.1.1 The Future of Tour Guidance: An Evaluation Based on Evolving Technological Advancements

Nazlı Aysin Örnek, PhD
Erciyes University, Department of Tourism Guidance, Kayseri, Turkey
ORCID: https://orcid.org/0000-0001-5145-625X
E-Mail: nazliornek@erciyes.edu.tr

Kurtuluş Karamustafa, Prof.
Erciyes University, Department of Tourism Guidance, Kayseri, Turkey
ORCID: https://orcid.org/0000-0002-6581-6276
E-Mail: karamustafa@kayseri.edu.tr

Abstract

As in many professions, it is important to investigate what impact digital technologies will have on tour guiding. Professionals should also be able to see how they can implement current trends into long-term plans. This study aims to predict the future of the tour-guiding profession based on the perceptions of tour guides by focusing on the changes and effects of digital technologies. Looking at the future through the eyes of tour guides, the research attempts to paint a comprehensive picture of what the profession could look like in terms of technology in 2040. In this context, the study uncovered technological issues in tour guiding that require emphasis, and Turkish tourist guides assessed the potential impact of these issues. This paper conducted a comprehensive Delphi-based scenario study on the tour guiding profession for the year 2040, focusing on technological aspects through a four-stage research approach. The Delphi method collected a total of eight projections (tour guiding applications, augmented reality, virtual reality, tour guiding across the metaverse universe, access to guides, space tour guiding, virtual areas of expertise, and robot guides) and 41 qualitative comments.

The findings highlight the need for guides like virtual reality and augmented reality to adapt to digitalization and reshape their roles. Tour guides will guide in a different dimension by adopting these different technologies, rather than robot guides or guiding being eliminated with these technologies, according to this study's evaluation of the technological projections in the potential scenarios. Similarly, guides view the introduction of new guiding techniques, facilitated by these technologies, as an opportunity to diversify their income streams rather than a threat to their livelihoods. For instance, the study underscored that guides would employ virtual reality apps, potentially opening a new industry rather than posing a threat to the tour guiding profession. Similarly, the new advice techniques may not pose a danger to the guides, but rather provide them with a new source of income. The research's conclusions show that while digital guiding technologies cannot completely replace human touch and feeling, as shown in previous studies (De La Harpe & Sevenhuysen, 2020; Nazlı, 2020), they can provide guides with new opportunities. Contrary to previous findings, the study revealed a negative attitude among tour guides toward robot guides. By providing a detailed roadmap for navigating the technological changes expected to shape the future of tourism, the study equips these stakeholders with the knowledge and strategies needed to thrive in a rapidly evolving environment. The findings underscore the importance of adaptability and innovation in the tour guiding profession, as well as the

need for ongoing dialogue and collaboration between industry players to ensure a successful and sustainable future for tour guiding in the digital age.

Keywords: future, tour guiding, technology, 2040, space guiding, metaverse, virtual reality

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4.1.2 Online Guided Tour as a Pillar of a Resilient Tourist Guiding Business

Mateja Kregar Gliha, PhD Student
University of Maribor, Faculty of Tourism, Tourist Guide, Slovenia, IT WFTGA Accredited Guide Trainer
E-Mail: matejakregargliha@gmail.com

Tatiana Lupascu
Tourist guide, Moldova, NT WFTGA Accredited Guide Trainer

Dimitria Papadopoulou, PhD
International Hellenic University, Tourist Guide Greece, IT WFTGA Accredited Guide Trainer

Jasna Potočnik Topler, PhD, Assoc. Prof.
University of Maribor, Faculty of Tourism

Abstract

During the Covid Pandemic personal connections were restricted. Tourist Guides' main activity, even though some online tours were already provided, was up to that time delivering in person tours. The Pandemic time represented a big change and consequently a huge challenge. Guided Tours were, with a help of technology, transferred to online world. The world of new opportunities opened to tourist guides. There were different new terms used for the activities, however, the authors of this article suggested the term (Papadopoulou, 2023) Online Guided Tours (OGT). Different OGTs delivered in the last four years have shown, that OGT can be a valuable resilience tool for tourist guide professionals, not only during times of travel restrictions or other disruptions to in-person tourism. These digital tours allow tourist guides to continue sharing their knowledge and expertise with a global audience, even when physical travel is not possible (Hambro Dybsand, 2024). By offering OGT, tourist guide professionals adapt to changing circumstances, reach a wider audience and have an additional channel for promotion to attract potential tourists to the destination (Potočnik Topler, 2018). With the use of video conferencing platforms or pre-recorded videos to lead online tours, providing participants with a real-time interactive experience or an on-demand option. OGT provide tourist guides with an additional source of income. They charge participants for access to the OGT, creating a new revenue stream when in-person tours, because of different reasons, are not possible. On the other hand, OGT offer to tourist guides a unique marketing tool as a promotion of the services that tourist guides and destinations offer. This helps tour guides sustain their livelihoods during challenging times. Moreover, OGT offer flexibility and scalability. Tour guide professionals can conduct multiple tours in a day, reaching participants from different time zones and locations. They can also customize the content and format of the tours to cater to various interests and preferences. Additionally, OGT can enhance the resilience of tour guide professionals by expanding their digital skills and knowledge. By embracing technology and learning

how to deliver engaging OGT, tour guides can acquire new competencies that will benefit them even after the resumption of in-person tourism. With this paper, we would like to present, that OGT serve as a resilience tool for tour guide professionals by enabling them to continue their work, generate income, and adapt to changing circumstances. Online experiences can provide a valuable additional activity to traditional tours and help tourist guides navigate the challenges of the tourism industry. However, mastering communication skills as the primary means of conveying information and engaging with tourists comes at the forefront also during OGT. Communication and interpretation skills are a typical area of expertise that require life-long learning (Potočnik Topler et al., 2024; Potočnik Topler, 2017).

Keywords: online guided tours, tourist guides, communication skills, digital skills, tourist experience

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4.1.3 Preparatory Education for the National Government Licensed Guide Interpreter in Japan: Issues, Challenges and Ways Forward

Hiroki Kojima, MSc, PhD student
Wakayama University, Faculty of Tourism, Japan
ORCID: https://orcid.org/0009-0008-8320-4733
E-Mail: t2330003@wakayama-u.ac.jp

Extended Abstract

Introduction

In recent years, Japan's inbound travel market has significantly expanded. According to a national survey, international tourist arrivals increased from 5 million in 2003 to 31 million in 2019, and quickly recovered to 25 million in 2023 after a corona interruption (See Figure 1). In this context, skilled tourist guides, who can enhance the travel experience, should be considered a critical component of this growing industry (Atkinson, 2015, 2017; Tomikawa, 2007). And yet, reports indicate that tours are increasingly being canceled due to an insufficient supply of qualified tour guides in post-pandemic Japan (e.g. NHK, 2023; Japan Tourism Association [JTA], 2024a). Although Japan has a national inbound tour guide license (JTA, 2024b) named *Zenkoku Tsuyakuannaishi* [National Government Licensed Guide Interpreter], the number of people taking and passing the exam for this license has not correspondingly

increased (see Figure 1). It seems that the current growth of international tourism is not leading to similar increase in demand or recognized need for international tour guide licenses, but why is this? This research aims to address this question by focusing on the preparatory education for licensed tour guides in Japan. As shown in previous research, the literature on tour guiding in Japan is few, sporadic, and disorganized (Murakami, 2020; Yamamoto, 2020). Therefore, this study conducted a critical review of academic and secondary tour guide literature in Japan, focusing specifically on the preparatory tour guide education and related topics. Three themes emerge: 1) an emphasis on communication skills including English ability, 2) deregulation regarding licensing, and 3) global perspective based on the comparisons of the situation in Japan with other countries. These results suggest that future research, and future guide training, could encourage tour guides to play more active parts by carefully considering their expertise beyond language and communication.

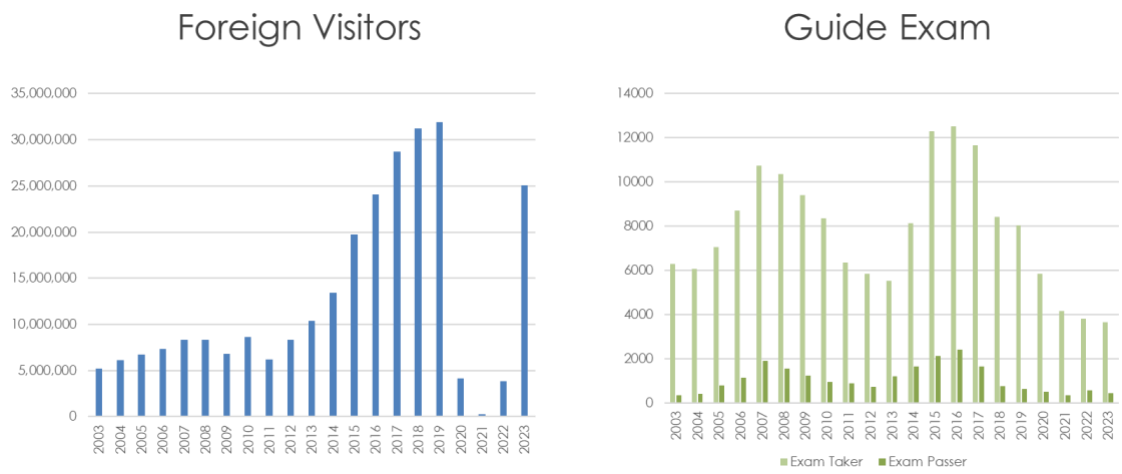


Figure 1: Number of the foreign visitors (left), examinee and successful applicants of guide license exam in Japan: 2003-2023 (right) (made by the author with the statistics by JTA (2009), JTA (2014), JNTO (n.d.))

Methodology

As a preliminary step to address the questions posed, this study reviews academic articles, official materials, and other secondary sources on the current status of licensed guide education to identify orientations and potential issues for future research. The literature for this review was selected through the following process. The author first searched the CiNii database, a national Japanese database for research data, projects, and literatures, and used *Tsuyakuannaishi* [Licensed Guide Interpreter] as the key search term because many studies mentioned the licensed tour guide simply as *Tsuyakuannaishi*, the former official name until 2018. Indeed, the author obtained only four hits when using the more contemporary policy name, *Zenkoku Tsuyakuannaishi*, as the search term. In total, there were 43 relevant hits. Of the 43, the author excluded literature unrelated to the research topic after reading the title, abstract, and in some cases content, and finally included eight in the analysis. The author then added materials published by the Japan Tourism Agency [JTA], as well as literature, book chapters, and websites previously used in work related to inbound tourism, resulting in 29 relevant references in the final analysis.

Results

The first finding from the existing literature is the emphasis on foreign language skills. This research includes studies on analyzing the attractiveness of English tours for foreigners (Inoue 2011), studies on English training to improve inbound tourism (Hirai, 2009), practical guide training for international tourists (e.g., Tanaka et al., 2020; Yamada et al., 2020), or the impact of generative AI and AI translators

on guide skills (Kusune, 2024), while not much attention is paid to non-linguistic content or exam preparation. Relatedly, there is research on the hospitality of tourist guides towards foreign guests was also mentioned, focusing on methods to measure guide service quality (Takai, 2011) or consideration on the impact of the experience of interpreter guides on English education (Tsuda & Kinshi, 2022). Regarding the licensed guide interpreter exam, Takeno (2018) categorized the vocabulary in examinations with a database of words used in Japanese English education. However, other essential skills and knowledge like historical literacy or specific content knowledge received little attention, despite a recent JTA survey indicating that international tourists visiting Japan value humanistic knowledge of history and culture the most (JTA, 2024a).

The second theme highlights the absence of detailed inquiry into the relationship between licensing system deregulation and education. Previously the role of the guide interpreter was subject to an occupational license, but the 2018 law change deregulated the guide system and legalized unlicensed guides. (JTA, 2024b, Inbound Tourism Guide Association [ITGA], 2020). Consequently, the guide license is now merely a certificate. However, previous research only mentions in passing the significant impact of full deregulation on the tour guide industry. Although claims about the difficulties regulating the licensed guide interpreter exam and its misalignment with guide activities are often identified as a consequence of deregulation (e.g., Hashimoto, 2017; JTA, 2017; Manako, 2016; Murakami, 2021), no research has detailed this critical process and there is no detailed, systematic, or theoretic discussion on the desired degree of knowledge or content of the exam for interpreter guide certification.

The third feature is the comparison of Japan's situation with other countries, often providing potential clues on how to improve tour guide education in Japan. Discussions include suggestions that excellent on-the-job training and involvement of educational institutions in guide education are important, based on comparisons with the U.K. (Tanaka et al., 2018) and Hong Kong (Tanaka, 2020). However, once again, these discussions do not investigate the specific content of guide examinations. In some literature, there are summaries or reports on the institutional similarities and differences around guide education and guide licensing system (e.g. Manako, 2016; Murakami, 2021; Takashima, 2016; ITGA 2020), and some provide implications for Japan's system, like the importance of both classroom and on-the-job training, or the absence of a Japanese-speaking guide system in Japan. In particular, regarding the latter topic, unlike a general definition of tourist guides (e.g. WFTGA n.d.), Japanese law only concerns tour guiding for non-Japanese visitors, that is in languages other than Japanese (Article 1, Guide Interpreter Act). There are no regulations for tour guiding in Japanese or for Japanese nationals (ITGA, 2020). Additionally, a national survey shows the guide interpreter exam is seen as a mere language certificate among Japanese people (JTA, 2014).

In light of the above, and as tourism continues its rapid expansion throughout Japan, there emerges a few important lines of research that have not been addressed so far. First of all, it may be necessary to focus on skills and training other than language skills, which so far has not been addressed in previous guide training research. In addition, it may be important to reconsider the overall role, aims and objectives of the licensed guide interpreter exam and its accompanying education so that it can serve as a proof of competence in areas other than language proficiency, as based on comparisons with cases in other countries where native language guides have been trained in these areas. Japan may also have to consider returning to some regulation in the tour guide industry in future if they wish to seriously effect change and increase the quality of experiences.

Conclusion

This research provided a critical review of academic research and other secondary materials concerning the education for the National Government Licensed Guide Interpreter in Japan, categorizing existing literature into three themes: language and practice, deregulation, and global comparison. This literature review is a preliminary phase of a broader study, so the aim here was to offers initial insights into this emerging tour guide interpreter topic and make a modest contribution to the literature by identifying future research orientations and potential issues. In conclusion, it is argued that policy could be improved by centering on the tour guide's strength other than language ability, and by positioning both

domestic and internationally focused tour guides within the humanities (culture, history, philosophy as well as language) more broadly. It is hoped with increased regulation and an improved education system tour guiding may become a respected line of work, a career with dignity in Japan.

Keywords: tour guide education, tour guide training, national licensed guide interpreter, licensed guide interpreter examination, licensed guide system

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4.2 Session B: Sustainable Tour Guiding and Regional Development

4.2.1 Tourist Guides as Key Stakeholders: Mediating Mass Tourism and Community Concerns in Sintra

Carla Braga
Estoril Higher Institute for Tourism and Hotel Studies, Portugal
E-Mail: carla.braga@eshte.pt

Miguel L. Brito, PhD
Estoril Higher Institute for Tourism and Hotel Studies, Portugal
ORCID: https://orcid.org/0000-0002-4698-889X
E-Mail: miguel.brito@eshte.pt

Cristina Carvalho, PhD
Estoril Higher Institute for Tourism and Hotel Studies, Portugal
ORCID: https://orcid.org/0000-0002-8616-4334
E-Mail: cristina.carvalho@eshte.pt

Ilídia Carvalho, PhD
Estoril Higher Institute for Tourism and Hotel Studies, Portugal
Lusíada University of Lisbon, Portugal
ORCID: https://orcid.org/0000-0003-0282-6853
E-Mail: Ilidia.carvalho@eshte.pt

Abstract

Tourist guides are key professional stakeholders in the contemporary tourism industry. They not only interpret the natural and cultural heritage of the destination, but they also contribute to the sustainability of sites, host communities and tourist flows. Guides also act as cultural mediators that help shaping their customers' perceptions on the local attractions, products and services.

Focusing on the *Global Code of Ethics for Tourism*, articles 1.3. and 5.1. alert to the reciprocity owed between host communities and local professionals towards tourists, and vice-versa. Those articles also refer to the education and training of the former viewed as steppingstones for the proper connection with the latter. The manifold benefits resulting from these interactions should also be equally shared by the several local stakeholders involved in such contacts.

This paper is about Sintra, a World Heritage Site located 30 km away from Lisbon and four were the goals of this study: (1) to understand the locals' perception of mass tourism; (2) to know their propositions and concerns on that matter; (3) to perceive how guides mediate the tourists-locals' interactions; (4) to ascertain the locals' perceptions on tourist guides.

The authors resorted to theoretical approaches and gathered data from the local community, such as shopkeepers and residents, through 15 semi-structured interviews conducted between April and May 2024. The next stage relied on the transcription, analysis and categorisation of the data, and the process led to summary tables containing the most common statements provided.

Results sustain the prevalence of unorganised independent tourists as well as a certain time fluidity (on a daily and annual basis). Thus, depending on the periodicity mass tourism sometimes evolves into over-tourism. Shopkeepers and residents shared propositions for solving major issues, which they have

identified: (1) the lack of parking spaces and tourism information; (2) the excess of Tuk-tuk and Uber drivers; (3) the crowds of visitors keener to fill Instagram pages with snapshots of Sintra rather than enjoying the site *per se* or purchasing local products/services. Shopkeepers view guides as important actors for Sintra's economic, environmental, and social sustainability, but only when properly trained. Concerns about authenticity were also pinpointed. This study intends to clarify some matters on the role of tourist guides as mediators between local communities and visitors, in order to provide an innovative perception on the aforementioned relationships.

Keywords: local community, mass tourism, mediators, Sintra, tourist guides

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4.2.2 Tourist Guides as Mass Tourism Regulators

Miguel L. Brito, PhD
Estoril Higher Institute for Tourism and Hotel Studies, Portugal
ORCID: https://orcid.org/0000-0002-4698-889X
E-Mail: miguel.brito@eshte.pt

Ilídia Carvalho, PhD
Estoril Higher Institute for Tourism and Hotel Studies, Portugal
Lusíada University of Lisbon
ORCID: https://orcid.org/0000-0003-0282-6853
E-Mail: Ilidia.carvalho@eshte.pt

Abstract

Mass tourism has become a reality in recent times due to technological advancements and the increasing need for travel in our societies. While this type of tourism has some positive aspects related to the development of tourist destinations, it also has negative consequences that must be identified, managed and minimized. Tourist guides are important stakeholders in the tourist industry, and they are among the most direct contact points with visitors. This puts them in a unique position as both providers of current and reliable tourist information and active agents who can guide the actions of the visitors they accompany. In 2023, a study was conducted to reveal the significance of tourist guides in managing mass tourism in the Lisbon region, especially in Sintra, and to deepen our understanding of how these professionals can help mitigate the harmful effects of mass tourism, which often leads to

overtourism. The authors of the study chose a qualitative approach to better understand their topic. After conducting an exploratory study through direct observation and interviews, they became more interested in certain aspects related to their topic. They then moved on to a quantitative approach, based on a questionnaire sent online to active certified tourist guides in Portugal. The research questions posed were as follows: Does the performance of tourist guides have an impact on controlling mass tourism or reducing overtourism? Can tourist guides help preserve Sintra's heritage? Can tourist guides contribute to sustainability? The authors were careful to include only those tourist guides who usually lead visitors to Sintra, to obtain a more focused knowledge of the three palaces under study: Pena Palace, National Palace, and Regaleira Estate. The questionnaire was answered by 156 Portuguese tourist guides, providing the authors with pertinent data to answer their research questions. The results suggest that tourist guides play a significant role in controlling mass tourism and contribute to mitigating this phenomenon, as well as promoting sustainability. They do so through their roles as leaders, information givers, and interpreters of the relationship between monuments and tourists. The study not only deepened the authors' knowledge of the profession but also provided some guidelines for the future.

Keywords: mass tourism, overtourism, Sintra, tourist guides, World Heritage Site

4.2.3 Bibliometric Analysis of International Research Forum on Guided Tours – IRFGT (2009-2021)

Duygu Yetgin Akgün, PhD
Anadolu University, Faculty of Tourism, Yunus Emre Campus, Turkiye
ORCID: https://orcid.org/0000-0002-9909-4523
E-Mail: dyetgin@anadolu.edu.tr

Abstract

The International Research Forum on Guided Tours (IRFGT) was first organized in Sweden in 2009 and hosted by Halmstad University. The forum has been organized every two years since 2009. IRFGT was held face-to-face in Plymouth in 2011, Breda in 2013, Estoril in 2015, and Roskilde in 2017. In 2021, it was organized online and hosted by Ankara Hacı Bayram Veli University. Regional development, sustainability, qualification, and the next generation of guides themed 8th IRFGT will be face-to-face in Bolzano, Italy on 28.-30.05.2024. Based on the idea that guided tours are a significant, ever-changing, and multifaceted phenomenon in tourism, IRFGT, a platform established to conduct research in this field, aims to bring together academics and industry representatives from the beginning. This forum makes significant contributions to developing the literature on tour guiding. This study aims to reveal the bibliometric profile of the papers presented at the IRFGT Congresses held between 2009-2021.

Bibliometric analysis which provides conceptual, social, and intellectual development of disciplines (Zupic & Čater, 2015), is the examination of scientific research such as books, journals, articles, and papers, etc. with statistical and mathematical analyses in line with certain parameters (Fahimnia et al, 2015). The bibliometric evaluation of the studies in a particular field or subject in the literature enables the formulation of the steps that academicians and/or administrators should take on related issues. At the same time, it provides a general perspective on these issues and is important in terms of reaching categorized information about the current trends of the authors on the subject. Bibliometric analyses can be evaluative by revealing how a study affects subsequent studies (McBurney & Novak, 2002). In recent years, bibliometrics has become an increasingly preferred method in tourism (Hall, 2011; Koseoglu, et al, 2016) and tour guiding studies (Weiler, Black & Torland, 2014; Black, Weiler & Chen, 2019; Gali & Camprubi 2020). It is seen that a bibliometric study on the IRFGT has not yet been conducted. From this point of view, this study is important in terms of contributing to the tour-guiding literature by filling the gap in the literature. The papers presented in the congresses will be evaluated based on bibliometric parameters such as the number of papers by years, and countries of affiliation of

the institutions of the authors presenting papers. The information on the papers published in the International Research Forum on Guided Tours, which is included in the scope of the research, has been taken from the electronic environment and the printed book and transferred to the Excel program, and all calculations and tables have been made through this program.

It was determined that sustainable themes were intensified in IRFGT and especially the lecturers of the organizing country contributed more to the forum. The largest number of participants in the IFRGT congress were academics from Estoril Higher Institute for Tourism and Hotel Studies. In this study, the findings obtained regarding the determined parameters will be included. All abstracts should be included in the proceeding book, including keywords and the names of all authors. The university, country and contact addresses of the authors should be written. For multiple authors, the contact author address should be given. IRFGT should have a corporate website. IRFGT should have a logo. The study also shows the trends in the field by presenting a general view of the papers in the congresses. A comparative analysis of the papers presented at the IRFGT and the papers presented at the National Tour Guiding Conferences in Turkey can be suggested for future studies.

Keywords: bibliometric analysis, tour guiding research, tour guide, International Research Forum on Guided Tours (IRFGT)

This study is derived from the research incentive project titled (project number YTS-2024-2453) Bibliometric Analysis of International Research Forum on Guided Tours – IRFGT (2009-2021)

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4.3 Session C: Research Agenda and Itinerary Design

4.3.1 Setting a Research Agenda for Tour Guiding

Kevin Griffin, PhD
Technological University Dublin, Ireland
ORCID: https://orcid.org/0000-0001-5532-5732
E-Mail: kevin.griffin@tudublin.ie

Abstract

The profession of tour guiding, despite its centrality to the tourism industry, remains poorly recognised in terms of its societal and professional significance. Guides often experience undervalued compensation, unstable contracts, and suboptimal employment conditions, reflecting a broader lack of acknowledgment of their multifaceted roles. This study seeks to address this gap by critically exploring the diversity of roles, responsibilities, and skill sets of tour guides, with a particular emphasis on mapping key themes in academic and practical discourses surrounding the profession. The primary research question posed is: How can a more comprehensive understanding of the roles and challenges faced by tour guides inform research agendas and policymaking to support their professional development? This inquiry is highly relevant, given the increasing demand for high-quality guiding services and the need for sustainable practices in tourism. Furthermore, the study highlights the need for research-driven strategies to enhance the reputation and working conditions of tour guides. All of this must be considered while taking account of the major global issues facing the tourism industry such as climate change and sustainable development. To achieve these objectives, research on tour guiding must employ a mixed-methods approach, integrating literature reviews, thematic analyses, and consultations with industry stakeholders. By analyzing existing literature, this study identifies recurring themes such as the tour guide's roles as interpreter, storyteller, and intercultural communicator; their contributions to sustainability and visitor satisfaction; and the impact of training and education on guiding performance. Additionally, the research examines broader issues such as gender, health and safety, and economic benefits, as well as challenges linked to global crises and climate change. Preliminary results suggest that tour guiding research has traditionally been introspective, often failing to address the practical needs and aspirations of guides themselves. The analysis reveals gaps in understanding visitor expectations and how guides perceive their professional roles. It also underscores the need for fostering cooperation and dialogue between researchers and practitioners to bridge these gaps. This study concludes by proposing a research agenda that emphasises the need for collaborative and interdisciplinary approaches to improve the recognition and status of tour guiding. It calls for future work to address pressing issues, including sustainability, professional training, and equity in employment conditions. The findings aim to inspire academics and practitioners to co-create knowledge and advocate for meaningful change in the tour guiding profession. By offering a reflective and forward-looking analysis, this study contributes to the ongoing dialogue on how to support and elevate the tour guiding profession as a vital component of the tourism industry. The conceptual map of challenges and opportunities presented serves as a resource for researchers and policymakers seeking to enhance the role of tour guides in creating sustainable, enriching, and memorable tourism experiences.

Keywords: research agenda, tour guiding profession, interdisciplinary research, sustainability in tour guiding

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4.3.2 Guided Through History: Tackling Challenges of Mass Tourism by Analysing Historic Tourist Maps

János Klaniczay, PhD Student
Budapest University of Technology and Economics, Department of Urban Planning and Design, Hungary
ORCID: https://orcid.org/0000-0002-3334-8084
E-Mail: klaniczay.janos@urb.bme.hu

Extended Abstract

Introduction

Tourist maps have been an important part of how a city communicates its offer to visitors since the 19th century. Within tourist maps the image of a city is depicted in an abstract form, providing some basic guidelines to explore the urban heritage (Chung et al., 2011). With the main landmarks mapped out, the flow of tourism becomes a guided phenomenon. The tourism space system of historic cities is highly correlated to the spatial distribution of its landmarks (Willson & McIntosh, 2007). Certain areas in tourist-historic cities concentrate several sights and monuments, creating entire neighbourhoods that tourists are recommended to visit.

The appearance of tourists can provide many benefits for neighbourhoods. On the other hand, in the past decades, certain cities had to deal with an unprecedented number of tourists, causing some areas to be overtaken by mass tourism, displacing locals (Vainikka, 2013). This phenomenon is caused by a multitude of factors, such as cheap charter flights and the globalisation of culture (García-Hernández et al., 2017). Overtourism is a problem of the 21st century that city leaders must deal with, finding sustainable ways to develop the tourism system.

The evolution of the tourism offer can be traced through earlier editions of tourist maps, shedding light on the historical processes of how certain parts of a city became effected by mass tourism, while other areas did not benefit from the appearance of tourists. But why did certain landmarks appear on the official maps while others did not make the cut? Besides the political and cultural context of urban development, could there be a factor of the responsibility of tour guides?

This research paper focuses on landmarks of Budapest that have been featured on multiple tourist maps throughout the past 200 years. The tourist space system of the Hungarian capital has stayed largely the same in the past century, but certain developments and changes can be tracked. Finally, the motivations of tourists seeking new attractions is also discussed (Smith et al., 2022).



Figure 1: Historic tourist maps of Budapest between 1837-2024 (Source: 1837-1989 Hungaricana.hu; 2024 City of Budapest)

Methodology

Within the framework of this study the historic tourist maps of Budapest were analysed (See Figure 1). These maps are accessible online via the Hungaricana open-access heritage database[1]. The maps were selected based on key historic changes of the urban fabric and the political context, to represent the main steps of development.

Historic tourist maps highlight the most important landmark buildings with an abstracted axonometry of the building, or in a separate list. The sights recommended for the visitors were categorized and logged in a geo-spatial database, including the following factors:

- Name of the sight/building
- Address of the sight/building
- GPS coordinates
- State of the sight/building (Existing, Transformed, Demolished)
- Repeating occurrences (Number of maps the sight has been featured on)

The results were visualised in a map format with QGIS and compared to the current tourist space system of the city.

Following the quantitative research, a qualitative approach was used to assess the authenticity of landmarks (Wang, 1999), creating subcategories for sights of national importance, tourist attractions that have a global relevance, and places that need contextualisation for understanding.

[1] https://www.hungaricana.hu/en/ (Accessed on 8 August 2024)

Results

Eight maps were selected representing 187 years of tourism offer between 1837-2024 (see Table 1). A total of 386 locations (sights and buildings recommended and/or highlighted on the maps) were logged in the database, including the repeat occurrences.

Year	Historical period or curiosity	Number of sights	Existing	Transformed	Demolished (Percent from total)
1837	Development of Pest and Buda in the early 19th century	66	18	9	39 (59%)
1854	Pest and Buda after the 1949 Freedom fight	13	6	2	5 (38%)
1870	Pest and Buda after the Compromise of 1867, start of large urban developments	100	49	10	41 (41%)
1896	Year of the Millennial Expo	20	14	1	5 (25%)
1936	Interwar period	37	25	8	4 (21%)
1969	Socialist developments	70	55	11	4 (6%)
1989	Change of the regime	53	43	6	4 (7%)
2024	Current official tourist map of the city	27	27	-	-
TOTAL		**386**	**237**	**47**	**102 (26%)**

Table 1: Analysed historic tourist maps with number of highlighted landmarks. (Source: Klaniczay, 2024)

The findings confirmed that the tourist space system of Budapest (Kádár, 2017) has not changed significantly over the past centuries (see Figure 2). The historic core of the city is still a popular destination, the last grand development of the city was connected to the 1896 Millennial exhibition. While many of the original landmarks from the beginning of the 19th century have been lost during the many sieges of Budapest, certain sights have been featured on almost all tourist maps, such as the National Museum, the Royal Palace of the Buda Castle or the St. Stephen's Basilica of Pest. Interestingly, the officially recommended tourist attractions of the Socialist period included the greatest number of contemporary buildings, that were only represented on the 1969 map. Meanwhile the newest building on the official 2024 tourist map of Budapest is from 1912, raising questions about the branding strategies of the city (Puczko et al., 2007).



Figure 2: Tourist attractions of Budapest between 1837-2024 based on 8 different historic tourist maps, with mark sizes representing the repeat occurrences of landmarks (Source: Klaniczay, 2024)

The question of why certain landmarks are included in the official selection of tourist attractions also needs to be assessed. Following the quantitative development of the database based on the historic maps, an authenticity matrix is to be established. While the political agendas partly determine the tourism strategy for a city, the level of authenticity for a sight or building is equally important (Ram et al., 2016; Rickly, 2022). Certain buildings have “global authenticity”, meaning that they could be in any tourist-historic city and all relevant cities should have these typologies present in their tourism offer (such as a Baroque church, or a classical museum). Buildings of “national authenticity” were constructed to make the city look unique and stand out from the international scene (such as Art Nouveau buildings, or “history-seeking” Neo-Gothic architecture). Sights of “contextual authenticity” have a deeper meaning rooted in local history that needs to be interpreted.

The continuation of this research will allow for the creation of an authenticity matrix.

Conclusion

The historic task of guides is to present and interpret the areas of the city filled with local history and rich in built heritage (Galí & Camprubí, 2020). These areas are highlighted on tourist maps as well, further concentrating the tourist load to specific areas. But tour guides have a level of local knowledge that allows them to expand the list of landmarks (Klaniczay, 2024). New developments, but also older buildings that receive a new narrative can be involved in a guided tour before appearing on official tourist maps.

Furthermore, in recent years, alternative tours started to appear (Rátz, 2017) as a new tendency among visitors is to search for authentic local experiences. Tour guides therefore must rely more and more on

local knowledge and help visitors explore areas of the city that only a local would be aware of (Kádár & Klaniczay, 2022).

This research into the history of tourist maps can reveal how new landmarks became official part of the tourist offer. The findings can be an opportunity for guides to address the problem of overtourism by spreading the tourist load between new locations developed by local authorities (Zuckerman Farkash et al., 2023). The author argues that the sustainable development of the tourist space system in historic cities should be in part prepared by the expert work of guides, relying on the combined knowledge of history and local culture.

Keywords: tourist maps, landmarks, authenticity, alternative tours, sustainable tourism development

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4.3.3 *Submerged Morning*: a potential tourist itinerary, with the Literature and the Cinema

Isilda Leitão, PhD
Centre for Tourism Research, Development and Innovation (CiTUR-Estoril), Portugal
IELT-Universidade Nova de Lisboa, Portugal
ORCID: https://orcid.org/0000-0001-5161-8511
E-Mail: isilda.leitao@eshte.pt

Abstract

Following the relationship between Literature and the Arts, which acquires its greatest expression from the 19th century onwards, the 7th Art/the Cinema emerges at the end of this century. Following the Romantic tradition in that dialogue, it will continue with this fulfillment at European and global level, above all since the 1930s. *Manhã Submersa* (1954) (Submerged Morning) a novel written by the Portuguese writer Vergílio Ferreira (1916-1996), was adapted with the same title for the cinema, in the seventies of the 20th century, by the director Lauro António (1942-2022). The work(s) portray(s) the Dictatorship (1926-1974) in Portugal, and the fact that families without resources had to send their children to the Seminary in order to study, offering them the alternative to the priesthood to free them, like this, from the condemnation of the life of poverty they lived. With this exploratory study, we intend to create a tourist itinerary in the region Centre of Mainland Portugal, including in it the municipalities and places referred to in the literary work, which are also evoked in the film. As a result, we think that this double (im)material heritage, book and film, can be revitalized, through the creation of a tourist itinerary, *Submerged Morning*, with the aim to promote and revitalize the economy of these territories, by involving in this creative itinerary the respective municipalities and their inhabitants, as well as travel agencies and tour guides, accurately prepared for their task. The methodology adopted is qualitative, namely documentary research, based on evidence collected through the study of documents (namely tourist itinerary concepts, relationships between literature and cinema, historical and geographical documents) and materials, including fieldwork and photographic records, which can be re-examined, with a view to discovering new meanings and interpretations.

Keywords: tourist itinerary, submerged morning, literature, cinema

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4.4 Session D: Education and Country Perspectives

4.4.1 Transferring 'Generation Z' Students and Their Knowledge into the Tour Guiding Work Environment

Vitor Ambrósio, PhD
Estoril Higher Institute for Tourism and Hotel Studies and Centre for Tourism Research, Development and Innovation (CiTUR), Portugal
E-Mail: vitor.ambrosio@esthe.pt

Carla Braga
Estoril Higher Institute for Tourism and Hotel Studies, Portugal
E-Mail: carla.braga@eshte.pt

Miguel L. Brito, PhD
Estoril Higher Institute for Tourism and Hotel Studies, Portugal
ORCID: https://orcid.org/0000-0002-4698-889X
E-Mail: miguel.brito@eshte.pt

Abstract

From Research to Working Life (ReWo) is an Erasmus+ project aiming to uncover the best practices for applying and implementing tourism research findings into working life in the tourism field. The partners in this project are the Estoril Higher Institute for Tourism and Hotel Studies (Portugal), the University of Maribor (Slovenia), the Lapland University of Applied Sciences (Finland) and the University of Stavanger (Norway). The priority of this project is to stimulate innovative learning and teaching practices.

Major changes are occurring in tourism and the latest knowledge is becoming even more central for the development of the industry, and enterprises should try to be proactive. Through higher education, students are exposed to the latest knowledge that should also benefit the entrepreneurs of the tourism sector. Yet, the connection between higher education institutions and the tourism trade is critically lacking. All parties involved are aware of this, however, there are no clear guidelines on how to build more solid bridges between different actors.

The presentation aims to achieve ReWo's main objectives. Firstly, it seeks to understand the motivations and goals of tour-guiding students in Portugal after having accomplished at least one internship and before entering the working market. Secondly, it aims to determine if the agents from different generations working in tourism are implementing the necessary strategies to help the students achieve their ambitions, while also contributing to innovative practices.

Generation Z (born from 1998 onwards) is expected to be very globally oriented, less focused, better at multitasking, and strong on bargains. The research aims to analyse and understand what values and attitudes today's Generation Z tour-guiding students have about their internship and work environment in comparison with generations already working in the tourism sector.

Several activities will take place during this ReWo project's research stage to build a bridge between generations. First, we will shape informative cards about the Baby Boomers (born between 1945-1960), Generation X (born between 1961-1979) and Generation Y (born between 1980-1997), underlying their core values, and attitudes towards work. Second, a focus group with representatives of the three mentioned generations will discuss the characteristics highlighted for each generation, providing information for the accomplishment of the cards. Third, a handbook of how to work with different

generations in the workplace will be created with practical suggestions on how the internship/working environment can be interesting for Generation Z tour-guiding students and later employees.

As this is an ongoing study, it is not yet possible to describe the results because the focus groups are planned for March 2024 and the handbook writing is scheduled for April/May 2024. Nonetheless, the presentation given at the 8th IRFGT already included the collected data and its analysis, as well as suggestions for the necessary strategies to fulfil the tour-guiding students' ambitions, contributing to innovative practices in the tourism industry.

Keywords: tour-guiding students, baby boomers, Generation X, Generation Y, Generation Z

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4.4.2 Tour Guiding in Development – an Italian Example

Jonathan Skinner, PhD
University of Surrey, Great Britain
ORCID: https://orcid.org/0000-0001-5319-2606
E-Mail: jonathan.skinner@surrey.ac.uk

Abstract

This paper looks at the development of a hotel in terms of its presentation and representation to stakeholders. It presents findings from tours of the building during different phases of its development and shows how architecture and political and sustainable ideologies intersect as the building is re-purposed and debates shift from naming to labelling, investing to sustaining and regenerating. These factors materialise into a guided tour that includes the history and heritage of the building, its function in the civic community, and projected attraction points for the future client. In short, it is a tour in development paralleling the development of the building.

Based upon a number of visits and tours of the building at various stages of repurposing, the author examines how this case study illustrates how the tour in general materialises from concept to product, from experience to commodity, from draft to publication. It coagulates and reifies as a narrative wrought from successive iterations, practice and feedback. Both building and storytelling are spatial practices for De Certeau (1984): both constitute a 'second life' restructuring to engage the audience, so the author contends after Kirshenblatt-Gimblett (1995). The skill of the guide is to perfect that narrative

and to pave the way for the new audience. With those steps, the guide directs and channels the audience, reanimating space in front and around the mobile audience to their satisfaction. In this "Italian example", the development of the building and the development of the tour are very much aspects of the experience.

The construction of a tour is ideally a co-produced affair. It is not imposed or top-down, or necessarily bottom-up. In some cases, one can develop a tour of tours – a tour built up from previous iterations such as lessons from the Long Kesh/The Maze (Skinner, 2014), or a tour based upon other tours where the focus is shifted to the experience, globalization and relations between the visitor and the local residents (http://www.billaitchison.co.uk/tours/the-tour-of-all-tours). This latter engagement draws attention to the host and the guest and to Valene Smith's (1977) opening question of whether or not tourism prompts social change. Whilst such dichotomies are frowned upon as facile stereotypes, Smith's work extends to this day with a legacy recognized by, for example Adams (2024), for mapping a new field of studies, legitimizing a disciplinary gaze upon this practice. The Italian example is one of tour guiding in development with each visit an opportunity to rehearse, practice, play with responses. The patterns of the tour develop through this formative practice. Narration takes hold with each stage visit.

Keywords: tour guiding, development, hotel, regeneration, narration

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4.4.3 The Importance of Guided Tours for the Sustainability of Folk Culture

Saim Örnek, PhD
Erciyes University, Faculty of Letters, Department of Turkish Folklore, Turkey
ORCID: https://orcid.org/0000-0002-3953-7652
E-Mail: saimornek@gmail.com

Nazlı Aysin Örnek, PhD
Erciyes University, Department of Tourism Guidance, Kayseri, Turkey
ORCID: https://orcid.org/0000-0001-5145-625X
E-Mail: nazliornek@erciyes.edu.tr

Abstract

The advent of modernity has precipitated a period of rapid and profound transformation in human life. In comparison to previous historical periods, the pace of change in social and cultural life has accelerated, particularly since the Industrial Revolution and World War II. At this time, people began to eschew traditional lifestyles in favor of urban living, thereby erasing traditional patterns of production and consumption. Some social scientists argue that this phenomenon will lead to the emergence of a global monoculture or a shift towards global cultural homogeneity. Conversely, others view this as a threat to humanity as a whole. A third perspective holds that this is a normal process, whereby people will inevitably continue to represent themselves and their cultural uniqueness. In any case, numerous international organizations, including UNESCO, are developing policies to preserve local cultures and cultural diversity in order to halt this trend. Despite the view that contemporary tourism is a significant driver of cultural transformation and a threat to traditional ways of life, we contend that it can also serve as a vital instrument for safeguarding the cultural heterogeneity of local communities and promoting sustainable growth.

This study focuses on the role of tourism in the Cappadocia region of Turkey, with a particular emphasis on the sustainability of folk culture and the impact of tour guides. This leads to the following questions: how have local cultural elements in Cappadocia transformed into touristic activities, what role have tour guides played, and how can they contribute further to this process? Despite their initial appearances, tour guides possess the qualifications to enhance the cultural aspects of tourism activities, thereby contributing to their sustainability. In the Cappadocia Region, we obtained the research data through observation techniques. According to the research results, in Cappadocia, women-operated cooperatives that produce various types of handcrafted items provide an excellent illustration of the sustainability of local cultures. The study also considers other examples, including culinary culture (traditional foods of different cultural groups, wine making, etc.), traditional carpet weaving, and pottery production. Furthermore, the study examines the integration of these elements into the tourism industry, their transformation into tourist attractions, and the role of tour guides. The study's data source is the experiences and observations of the authors, who are also tourist guides. The study, which falls under the umbrella of UNESCO's concept of intangible cultural heritage and has a social and cultural anthropological perspective, demonstrates how guided tours and tourism-related activities can facilitate the growth of local economies and cultures in Cappadocia. Additionally, it offers insights that can inform the development of similar initiatives in other regions.

Keywords: modernity, folk culture, sustainability, tour guides, Cappadocia

References

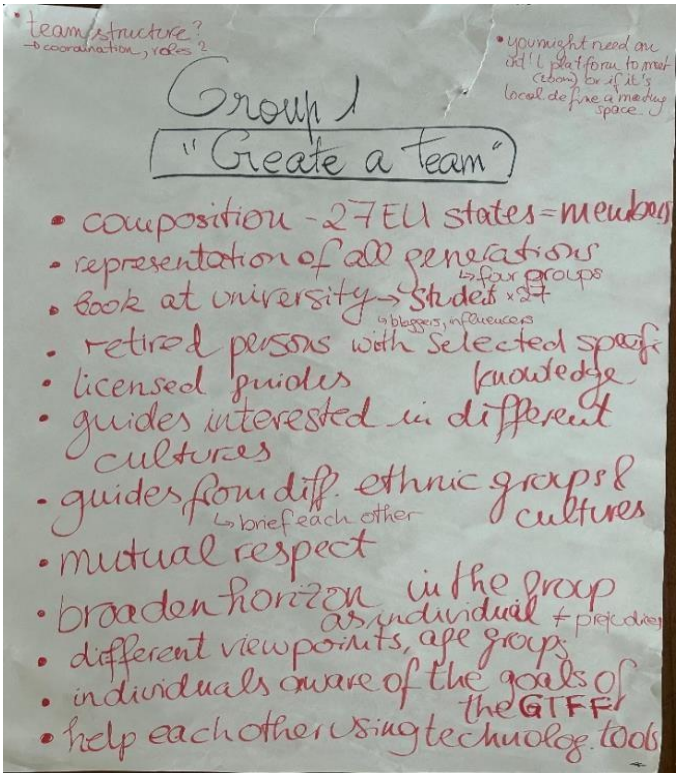
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5 Workshops

5.1 Think Lab: Guided Tours for Future: create a team, look for alliances, get known!

Participants split up in three groups to discuss what is required to “Create a team”, to “Look for Alliances”, and to “Get known!”. Each group appointed a presenter and worked together to consolidate their ideas, which were presented and discussed with all participants. The results were summarized and compared with the experiences of Austria Guides for Future by Evelyne Dengler-Mahé.

Moderator: Evelyne Dengler-Mahé, Austria Guides for Future

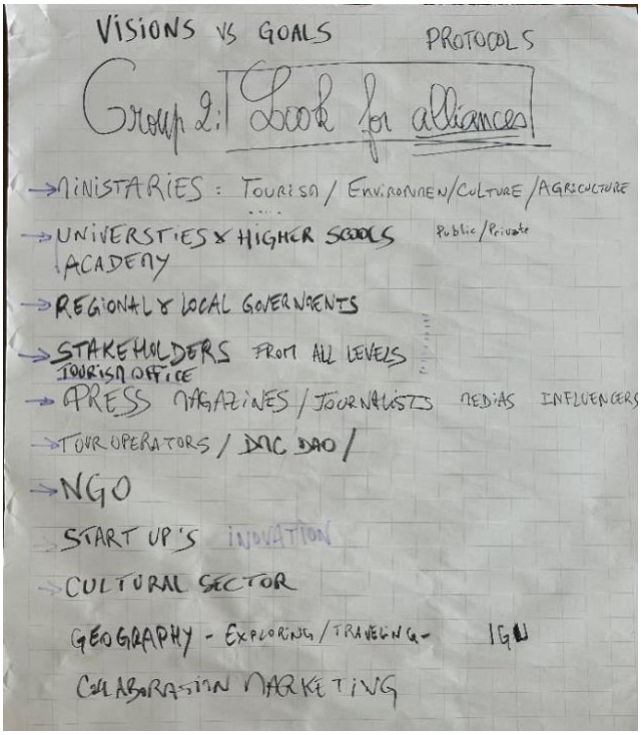




Results from group 1 discussing requirements for creating a team.

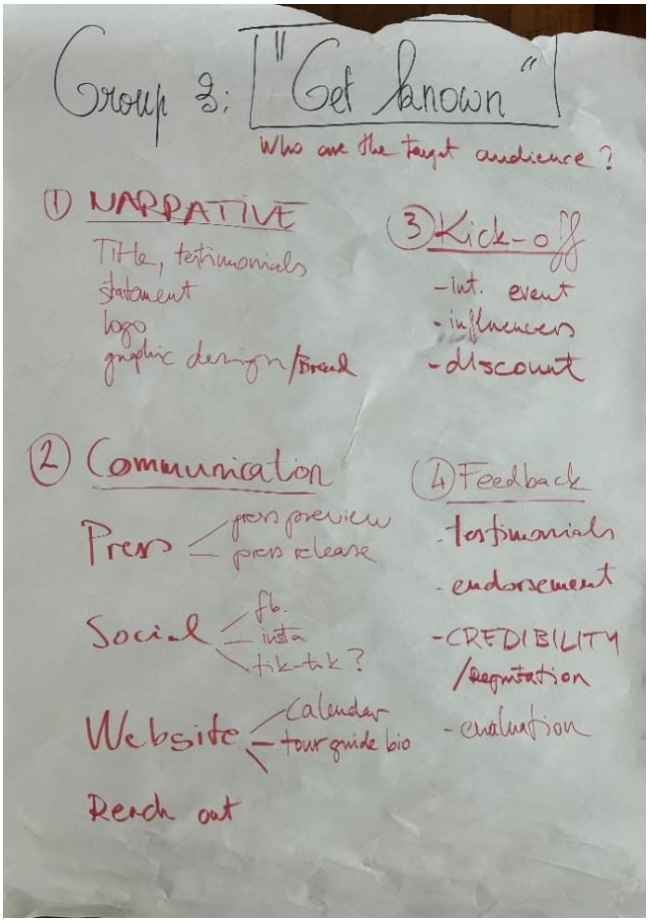


Results from group 2 discussing where and how to look for alliances.





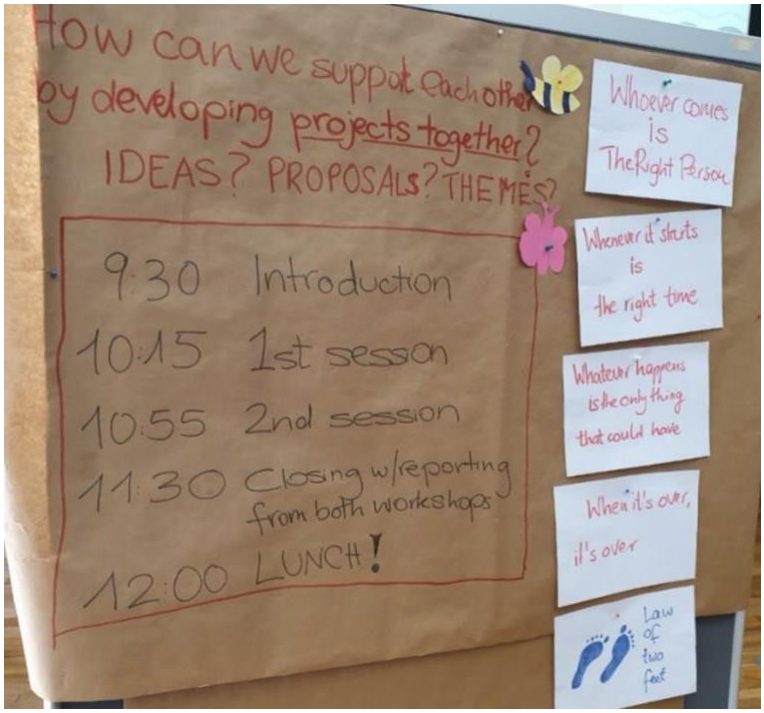
Results from group 3 discussing requirements to get known.

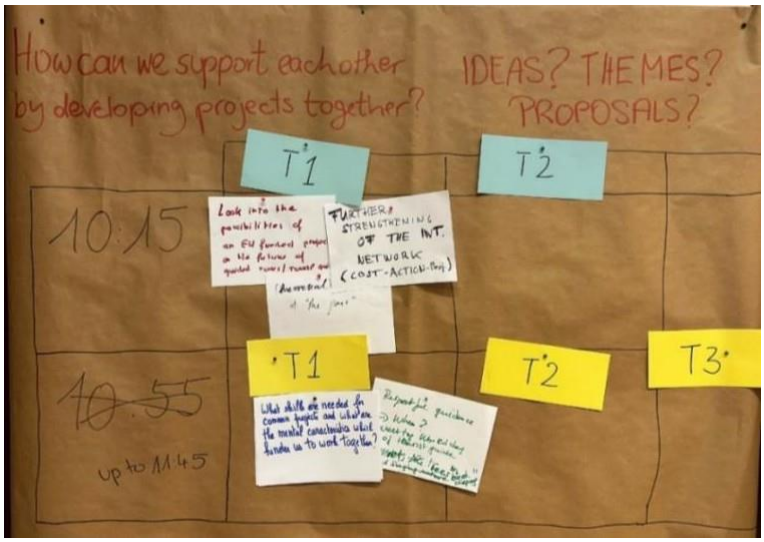


5.2 Exploring the Future of Tourist Guiding: Open Space Workshop

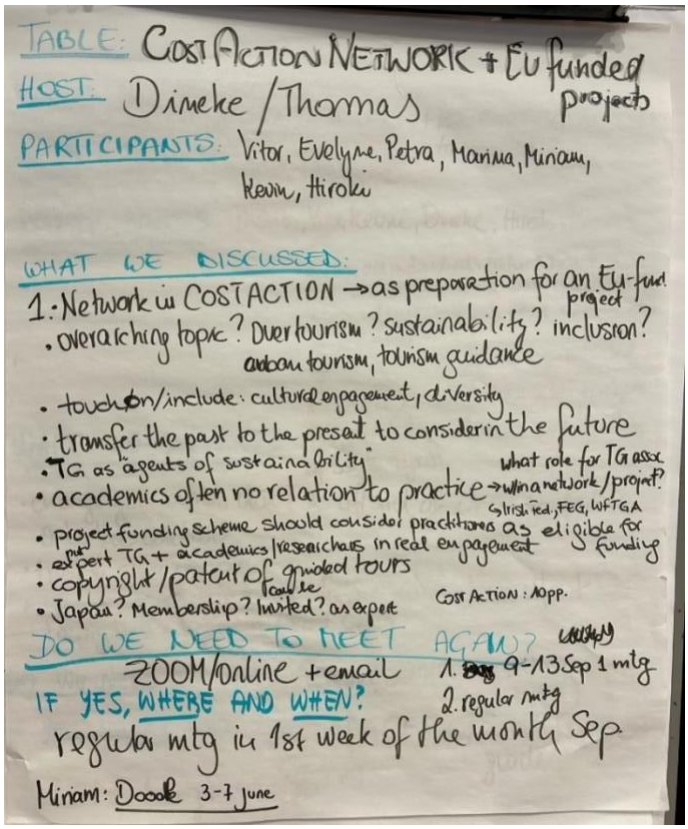
The workshop aimed at generating concrete ideas for a joint project proposal to continue working on after the Forum. The workshop's set-up and results of two discussion rounds are illustrated in the figures below.

Moderator: Miriam L. Weiß, Eurac Research

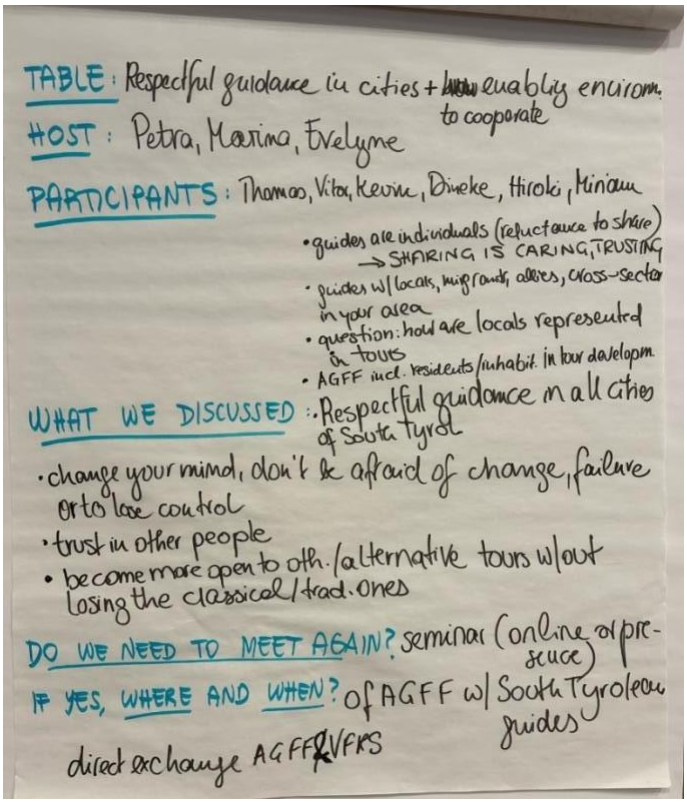




Setup and timeframe of the Open Space Workshop



Discussion notes from table "COST Action Network & EU-funded projects"



Discussion notes from table "Respectful guidance in cities & enabling environment to cooperate

5.3 Heritage Interpretation

This hands-on workshop aimed at developing interpretative capacities of tourist guides. Participants were invited to take part in various outdoor activities to explore strategies for interpreting heritage. They were enabled to apply the gained knowledge to a selected heritage resource.

Moderator: Miguel L. Brito, Estoril Higher Institute for Tourism and Hotel Studies









Impressions from the workshop on Heritage Interpretation.

6 Bolzano Guided Tours

6.1 Discover Bolzano: City Life, Architecture, Nature & Wine

On behalf of the Bolzano Tourism Board, the participants were invited to a tour on urban development, architecture, landscape, and wine.











Hearing about Bolzano's history, architecture, and urban development during a walking tour through different quarters (*Zona Lido, Zona Tribunale, Viale Venezia*, etc.) and the *Centro Storico*.

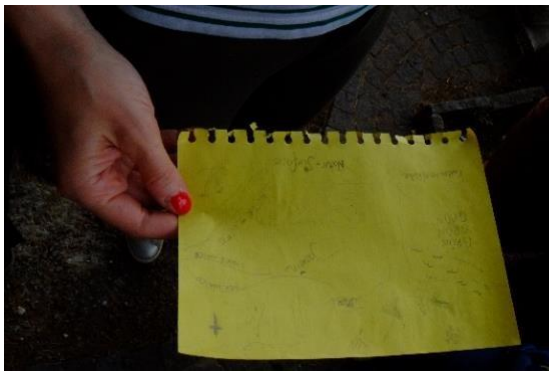
6.2 Terra Incognita – Experimental Guided Walking Tour of Bolzano







The tour, led by Patrick Mathon from Lyon City Trek, invited participants to listen to and watch attentively their immediate and more distant surrounding, trees, rivers, bridges, mountains, etc., and express themselves in writing and drawing on a piece of paper to send as a postcard post-tour.



6.3 Historical Bozen: *Lieux de memoirs* between Nationalism and Regionalism











The tour, led by Georg Grote (Institute for Minority Rights of Eurac Research), took participants to points of interest in the Old Town and newer parts of the city.

Eurac Research
Institute for Regional Development
Drususallee/Viale Druso 1
39100 Bozen/Bolzano
T +39 0471 055 300
regional.development@eurac.edu
www.eurac.edu