



Call for Papers:

Special Issue for the Journal of Teaching in Travel & Tourism

Re-purposing tourism: Engaging our radical in tourism education

Guest Editors:

Karla Boluk, University of Waterloo, Canada

Carrie Herzog, Conestoga College, Canada

Daniela Freund, School of Tourism and Hospitality Management Sant Ignasi (Universitat Ramon Llull), Spain

Kajsa G. Åberg, Region Västerbotten, Sweden

The Journal of Teaching in Travel & Tourism (JTTT) is developing a Special Issue (SI): *Re-purposing Tourism: Engaging our Radical in Tourism Education*

With seven decades of growth in international tourist arrivals leading up to COVID-19, scholars and practitioners have been tasked with confronting the inimical and urgent concerns regarding the economic, social, cultural, and environmental impacts generated by the industry. Specifically, the issues of overtourism, the climate crisis, the availability and quality of tourism work, the capacity of communities to accommodate tourism and the ability of the natural environment to regenerate, attract both media and public attention. The conversations around these issues highlight the unsustainable nature of the current industrial models of tourism. At the same time, mobile workers, migrants, tourists, day-trippers, lifestyle nomads, and travellers are challenging traditional notions of tourism, as well as generating new kinds of values and new models of exchange in tourism. In addition to sustainability concerns, political activism in support of black lives matter and the wider racialized voices matter movements, precipitating the death of George Floyd, necessitates we urgently challenge the operation of tourism which has been a vehicle for oppression towards minority and marginalized groups, supporting systemic racism. We must determine how we can change this. The events of COVID-19 and the general pause of tourism presents us with the opportunity to restart, revision, and repurpose tourism and challenge the operation of tourism and how we teach tourism.

With this in mind, and in support of the Tourism Education Futures Initiative's (TEFI) ambition to move beyond business as usual, our call for papers seeks to radically challenge and debate the purpose of tourism and tourism education. This special issue is inspired by the TEFI 11 virtual conference on the same theme, hosted by York St John University in June 2020. We are delighted to open this call for manuscripts from authors who did not virtually attend the conference, but who seek to explore purposeful tourism in tourism education. Given the isolation COVID-19 has prompted globally, and in consideration of the sustainability crisis, there is no better time to reflect on our purpose. Purpose is what motivates us. It is the reason why we do things, why tourism operators continue to open their doors, why workers turn up for their shifts, and why tourism organisations, and governments make decisions to "do what they do." Excavating our purpose

and those of others provides an opportunity to find common ground. Purposeful tourism is about creating sustainable places to live, work and visit, based on co-creating value that is more than the pursuit of profit. Purposeful tourism education is about creating values-based teaching to set the scene for future world makers. Purpose is intentional and requires a commitment to iterative learning and reflexivity about one's decisions, behaviours, and choices. A purposeful tourist must be honest and demonstrate restraint regarding the amount and types of travel one chooses to embark on. A for-purpose business strives to deliver more than just profit, often delivering social, cultural, economic, and environmental benefits to other stakeholders or communities because it is "the right thing to do." The goal of our call for papers is to reflect on the transformative role of tourism to peoples, places, and the planet.

The peripatetic lifestyle of academicians is troublesome and comes at a cost; if our work is to have posterity, we must honestly and critically reflect on the values informing our practices and respond radically. As such, we challenge the academic community to consider ways to promote purposeful travel and purposeful work. Tourism education is at the forefront of this challenge as we, educators and practitioners, critically seek ways to enhance tourism practices and, through our radical actions, challenge the collapse of biodiversity and the silencing of host communities affected by the various impacts of tourism. It is within this context we invite contributors to examine "purpose" and the potential criticality and radicality "purpose" has to facilitate transformation to a less harmful kind of tourism. Contributions are invited that embody the reflection on "purpose" within a wide range of thematic areas.

- ACTIVATING purpose in teaching and research
- ENGAGING tourism education in the next economy and tourism
- NARRATING the future through purpose
- RADICAL generosity – in teaching, developing community partnerships, and providing world making opportunities for students
- PURPOSEFUL tourism - intentional and value-driven business models
- INSPIRING intentional community development for social change
- EDUCATING for purpose - Moral dimensions of teaching, learning, and sharing knowledge
- CHALLENGING our purpose - Honesty and integrity in our teaching practices
- REVEALING systemic racism in tourism – using our courses to co-learn and combat racism
- DELIVERING purpose - Social entrepreneurship in tourism and tourism education
- REFLECTING on how tourism may contribute to the UN Sustainable Development Goals (SDGs) specifically, SDG 4 Quality Education
- EMPOWERING change-making– Resistance, survival, and purpose in higher education
- CO-CREATING value with colleagues and community partners
- ACKNOWLEDGING the differences in incentives for tourism engagement among stakeholders and the potential for synergies between them
- PROACTIVE PLANNING of the ephemeral academic involvement in long term community development

Please indicate your interest in this SI by sending a 400-500 word abstract of your proposed paper by **1 October 2020**, by e-mail to: kboluk@uwaterloo.ca and cherzog@conestogac.on.ca. Abstracts should include paper title, authorship, author affiliations and contact information including the email addresses of

all authors and keywords (maximum six). Author guidelines for the *Journal of Teaching in Travel and Tourism* can be found here: <https://www.istte.org/journal.html>

Full papers will be invited following abstract reviews. The deadline for full draft submissions is **1 March 2021**. All submissions will be subject to the journal's normal high standards of peer review. The deadline for final version of papers is **1 June 2021**. All accepted papers will be published online without delay, with print publication of the special issue to follow. The Special Issue will be published in the fall of 2021.

Best wishes,

Karla Boluk, University of Waterloo, Canada
Carrie Herzog, Conestoga College, Canada
Daniela Freund, Universitat Ramon Llull, Spain
Kajsa G. Åberg, Region Västerbotten, Sweden

TEFI - the leading, forward-looking network that inspires, informs and supports tourism educators and students to passionately and courageously transform the world for the better.

www.tourismeducationfutures.org