

# conference report

International critical tourism studies -  
Conference V

## Tourism critical practice: Activating dreams into action

The International scientific conference "Critical tourism studies" took place in Sarajevo, from 25 to 28 June 2013. It was organized by the University of Surrey, SOAS University of London, Welsh Centre for Tourism Research, Institute for Tourism, Zagreb and Economics faculty, University of Sarajevo. The main topic of the conference was "Tourism Critical Practice: Activating Dreams into Action", with the aim of promoting sustainable tourism issues in accordance with the needs of communities and planet.



The conference brought together about 150 scientists from all over the world, with most of them from the UK, USA, Australia and China. Among the participants there were some of the most important scientists in the field of tourism, such as Nigel Morgan, John Tribe, Michel Hall, Irena Ateljević and others. During the conference 105 papers were presented in 10 parallel sessions. The papers dealt with all aspects of the impact of tourism on sustainability, and possibility of improving the tourism product in accordance with the modern trends of the world changes. Also, the conference scheduled and held four workshops to strengthen critical thinking in tourism within researchers, including: Scholarship and critical action, Creative journeys through visual research, Critical tourism, Emotions and Tourism and Peace.

Plenary lecture was given by Michalel Hall from the University of Canterbury, New Zealand, one of the world's most renowned experts in the fields of tourism planning, on "Green growth and tourism for sustainable future: We just need to put the right policies in place, or the lunatics have taken over the asylum?" in which he spoke about the critical issues of sustainability in tourism, as well as the modern principles of planning for tourism development.

One of the important issues of the conference was exploring the role that researchers can have in achieving critical action and positive change and, at the same time, meet the needs of academic research. In this regard, the most debatable issue was whether universities and institutes should take on the role of the social innovators or distance themselves from the social impact they might have in order to preserve their supreme academic status. Through the papers presented numerous examples demonstrated that researchers can have a significant success rate as a social force and that "impact factor" can be more than a number attached to a journal's name.



Conference lectures suggest that, in spite of the global economic crisis and crisis of identity, there are opportunities for tourism development, and tourism can be a driving force in the development of society. Also, conference papers have largely tried to promote tourism opportunities in shaping a better world, but also gave an insight into examples where tourism has not succeeded in that aim. A large number of papers discussed activism, multidisciplinary and interdisciplinary methodological issues that are related to the issues of positioning of researchers in the world of changes, as well as the role of researchers in the critical multi-perspectival context, including one's insights and epistemological reflections.

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