

conference report

International Tourism Conference
Dubrovnik (ITCD)

TOURISM IN THE *VUCA* WORLD:
TOWARDS THE ERA OF (IR)RESPONSIBILITY



International Tourism Conference Dubrovnik

6-9.11.2019.

International Tourism Conference Dubrovnik (ITCD), organized by the Institute for Tourism, for the occasion of 60th anniversary of our work was held in the Hotel Palace, Dubrovnik, from 6 to 9, November 2019. The conference was organized with the support of the Ministry of Science and Education of the Republic of Croatia, the Ministry of Tourism of the Republic of Croatia, the University of Zagreb Faculty of Economics & Business and the City of Dubrovnik. The main goal of the Conference was to bring scholars and practitioners from the field of tourism together to share and exchange ideas and experiences. Moreover, it was an opportunity to discuss the practical challenges encountered in the contemporary world of ever-changing scientific landscape of tourism.

Over the last years, there was a great emphasis on the scientific production of Institute for Tourism to increase scientific excellence in order to boost our international recognizability and relevance. As an affiliate member of UNWTO, Institute, jointly published Global report on "Transformative Power of Tourism" in 2016. The report illustrated many initiatives all over the world that reflected the great potential of transformative tourism and which gave the idea for the main topic of this conference.

Therefore, the title of this conference was **TOURISM IN THE *VUCA* WORLD: TOWARDS THE ERA OF (IR)RESPONSIBILITY**. Recognizing tourism as a volatile, uncertain, complex and as an ambiguous phenomenon, we also recognized the need for the multidisciplinary, interdisciplinary





and transdisciplinary approach to address different tourism-related challenges. Hence, the nexus between different disciplines was the "leitmotiv" of this conference, which was also recognized through the variety of abstracts and papers submitted to the conference.

More than 60 contributions were presented, on the 15 parallel conference sessions: Transformation in tourism, Spatial aspects of tourism – the impact of globalization, The role of social media in tourism's present and future, "Overtourism" impacts - new solutions, Questions of stewardship – from individual businesses to policy makers, Transformations of contemporary tourists, New directions in gastronomy and food experience, Destination marketing, branding and reputation for the new era, The other side of tourism: possible crisis and conflicts, Knowledge, innovation and education for *VUCA* tourism future, Changing nature of our societies and new travel trends, Smart destinations and ICT in hospitality, Tourism for all: new directions, Community roles and attitudes in *VUCA* world, The new age of enhanced visitor engagement and

involvement and The role of indicators in sustainable tourism development.

ITCD aspired to be, both, intellectually stimulating and informative, with a distinguished array of keynote speakers and delegates from all over the world. The Conference had multidisciplinary and transdisciplinary character with the intention of bridging the gap between tourism theory and practice. Therefore, the program consisted of invited keynote presentations (Nigel Morgan, Stanislav Ivanov, Irena Ateljević, Chris Cooper, and Pauline J. Sheldon.) and parallel sessions with eminent speaker covering a wide range of topics. According to the registry, more than 120 delegates from more than 20 countries worldwide participated at the Conference.

The abstract book consists of 79 contributions of more than 180 authors and was published prior to the Conference. The full papers will be published in Conference Proceedings and in the special issue of *Journal Tourism*.

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