



# HTHIC

Heritage, Tourism and Hospitality  
International Conference 2017

Preliminary Programme vP2

Detailed information about the speakers can be found on:  
<https://heritagetourismhospitality.org/programme/speakers/>

	<b>Wednesday, 27 September 2017   Pre-Conference Programme</b>
16:30 - 17:00	<b>Building: Rosenlew Museum</b> <b>Room: Ground Floor (= 1<sup>st</sup> Floor in Finland)</b> Registration - Coffee & Networking
17:00 - 18:45	<b>Room: First Floor</b> <b>Special Session on Location</b> Moderator: Erik Rosenlew  <i>Welcome Remarks</i>   Arja Lemmetyinen, chair HTHIC2017, Turku School of Economics, University of Turku  <i>The Rosenlew Museum</i>   Erik Rosenlew, chairman at Svenska Kulturfonden i Björneborg (SKiB) & Leila Stenroos, Rosenlew Museum  <i>Introducing the Futures Museum</i>   Katriina Siivonen, adjunct professor Finland Futures Research Center, University of Turku  <i>Introducing ViMM: Virtual Multimodel Museums</i>   Peter Tomaž Dobrila, co-founder KIBLA
18:45 - 19:00	Walk to the City Hall of Pori (15 minutes; SAMK taxi available for those less ambulant)
19:00 - 20:00	<b>City Hall of Pori</b> Welcome Reception <i>Welcome in Pori</i>   Arja Laulainen and Mari Kaunistolaeaker, members of the City Council
20:00 -	<b>Informal Get Together</b> Restaurant recommended tbc (at participants' own expense)

	<b>Thursday, 28 September 2017   Conference Day 1</b>
08:00 - 09:00	<b>Building: University of Turku, Pori Campus (Porin yliopistokeskus)</b> <b>Room: Reception Hall</b> Registration
09:00 - 10:30	<b>Room: AUD 126</b> <b>Conference Opening</b> Moderator: Arja Lemmetyinen  <i>Welcome Remarks</i> Kirsi Liikamaa, director Turku School of Economics, Pori Unit, University of Turku Karin Elgin-Nijhuis, managing director Elgin & Co. and HTHIC  <i>Welcome to Finland</i> <i>Heritage in Visit Finland's Strategy</i>   Terhi Hook, development manager Finpro Oy–Visit Finland  Moderator: Ulla Hakala  <b>Keynote</b> <i>Becoming the capital of the world's most beautiful archipelago – Thinking in futures, systems and scenario's</i>   Markku Wilenius, professor Finland Future Studies Center, University of Turku, UNESCO Chair in Learning Society and Futures of Education
10:30 - 11:00	<b>Room: Reception Hall</b> Coffee & Networking Break

<p>11:00 - 12:00</p>	<p><b>Room: 241B</b>  <b>Tracing, Narrating and Developing Routes</b>  Moderator:  tbc</p> <p><i>St Olav Waterway – A pilgrims path connecting three counties through a common Nordic heritage</i>  James Simpson</p> <p><i>Mapping and narrating heritage: retracing a forgotten route to link multi-layered history of a region and use of an indigenous storytelling technique for presentation</i>  Sanghamitra Basu (R)</p> <p><i>Tracing back the old smuggling routes in the Oura Archipelago – A case study on how to make local history visitable</i>  Anni Ruohomäki (R)</p>	<p><b>Room: 240A</b>  <b>Architecture, Heritage and Narratives</b>  Moderator:  Stephen E. Little</p> <p><i>Sydney Opera House: Conservation informed by stories</i>  Kerry Ross, Gianluca Ranzi, Greg McTaggart, Bob Moffat, Beatriz Lee, Mike Cook (R)</p> <p><i>Representing Bahrain’s Pearl Heritage: Architectural Space and Exhibition Design as Storytellers</i>  Marwan Basmaji</p>	<p><b>Room: 240B</b>  <b>Sustainable Tourism Development</b>  Moderator:  Ulla Hakala</p> <p><i>How to develop a sustainable tourism strategy? A critical reflection of the experiences of the World Heritage Site Suomenlinna</i>  Milla Öystilä</p> <p><i>The model of “albergo diffuso”: a sustainable hospitality business in Italy</i>  Marco Valeri (R)</p> <p><i>Sustainability, heritage and tourism in three historic towns</i>  Laura Puolamäki (R)</p>	<p><b>Room: 225</b>  <b>Natural Heritage and Tourism Development</b>  Moderator:  Heini Korvenkangas</p> <p><i>Natural heritage in tourism product development: Case of the Finnish archipelago</i>  Sanna-Mari Renfors</p> <p><i>Nature-based tourism in cultural environments or cultural tourism in natural environment – developing nature tourism with cultural perspective</i>  Henna Konu, Liisa Tyrväinen, Seija Tuulentie (R)</p> <p><i>Green empowerment – Growth from a new form of nature-based tourism: case Satakunta Region, Finland</i>  Jaana Ruoho</p>
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<p>12:00 – 13:00</p>	<p><b>Room: 241B</b>  <b>Heritage and Sustainable Tourism Development</b>  Moderator:  Pauliina Latvala-Harvilahti</p> <p><i>Branding an aspiring Geopark area to celebrate its geological, natural and cultural heritage</i>  Terttu Hermanson and Pasi Talvitie</p> <p><i>When stories come alive - developing visitor experience on historical sites</i>  Nina Luostarinen and Minna Hautio</p> <p><i>The importance of the place name to a place's heritage</i>  Ulla Hakala</p>	<p><b>Room: 240A</b>  <b>Creative Industries, Brand and Tourism Development</b>  Moderator:  Lenita Nieminen</p> <p><i>Linkages between film commissions and production companies: towards a win-win local development strategy</i>  Anna Irimias, Maria Della Lucia and Mariangela Franch (R)</p> <p><i>Hybridizing cultural heritage with creativity: an emerging narrative in Italy</i>  Maria Della Lucia, Mariapina Trunfio and Frank M. Go (R)</p> <p><i>Samurai Rauni in Reposaaari – Collective Narrative</i>  Harri Sippola</p>	<p><b>Room: 240B</b>  <b>Museums Off- and Online</b>  Moderator:  Stephen E. Little</p> <p><i>Museum visitors' profiling in the experiential perspective, value co-creation and implications for museums and destinations: an exploratory study from Italy</i>  Emanuela Conti, Tonino Pencarelli and Massimiliano Vesci (R)</p> <p><i>ViMM: Virtual Multimodel Museums - developing EU policy on digital cultural heritage</i>  Peter Tomaž Dobrila</p>	<p><b>Room: 225</b>  <b>Latest from Lapland</b>  Moderator:  Inkeri Starry</p> <p><i>Cultural heritage and storytelling in tourism experience design studies. Case Elves Hideaway, Lapland</i>  Ulla Kangasniemi and Petra Paloniemi (R)</p> <p><i>Life in Lapland - Shareable local experiences</i>  Salla Jutila, Petra Paloniemi and Maria Hakkarainen (R)</p> <p><i>Antecedents and consequences of destination brand love – Case Ylläs</i>  Kaisa Aro, Kati Suomi and Saila Saraniemi (R)</p>
<p>13:00 - 14:00</p>	<p><b>Room: University Restaurant (Ravintola) Sofia</b>  Lunch</p>			

14:00 - 15:00	<p><b>Room: AUD 126</b> Moderator: Inkeri Starry</p> <p><b>Keynote</b> <i>eLearning for heritage, tourism, and hospitality: an outline and some experiences</i>   Lorenzo Cantoni, Università della Svizzera italiana, UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites</p>
15:00 - 15:30	Transfer by bus from Pori to Noormarkku
15:30 - 15:45	<p><b>Building: Noormarkku Club</b> <b>Room: Club Ballroom</b> Coffee &amp; Networking Break</p>
15:45 - 19:30	<p><b>Room: Club Ballroom</b> <b>Special Session on Location</b> Moderator: Maarit Grahn</p> <p><i>Time travels and memory sites. Cultural heritage of a family enterprise as business resource</i>   Maarit Grahn (R) <i>Interview</i>   Peter Ahlström, CEO A. Ahlström Kiinteistöt Oy</p> <p>Guided Tour Noormarkku Works</p>
19:30 - 21:30	<p><b>Building: Noormarkku Club</b> <b>Room: Club Ballroom</b> Conference Dinner</p>
21:30 - 22:00	Transfer by bus from Noormarkku to Pori

	<b>Friday, 29 September 2017   Conference Day 2</b>	
08:30 - 09:00	<b>Building: University of Turku, Pori Campus (Porin yliopistokeskus)</b> <b>Room: Reception Hall</b> Registration	
09:00 – 10:20	<b>Room: AUD 126</b> Moderator: Karin Elgin-Nijhuis  <i>Welcome Back</i>   Karin Elgin-Nijhuis, managing director Elgin & Co. and HTHIC  <i>Land of Water</i>   Diederik Six, president ICOMOS-Netherlands  <b>Keynote</b>   <i>Resort Development – A Typology</i>   Allan Brodie, senior investigator, Historic England	
10:15 – 10:45	<b>Room:</b> Coffee & Networking Break	
11:00 – 11:50	<b>Room: AUD126</b> Moderator: Jaana Tähtinen  <b>Suomi Finland 100 Keynote</b> <i>The historicity of cultural heritage - remnants, documents, monuments and the power of narrative</i>   Anna Sivula, professor Programme of Cultural Production and Landscape Studies, University of Turku	<b>Room: 225</b> <b>Workshop</b> <b>Curating the Complexity: The Futures Museum</b> Moderator: Katriina Siivonen, University of Turku

<p>11:50 - 13:00</p>	<p><b>Room: 241B</b>  <b>Gamification, Audience and Stakeholder Engagement</b>  Moderator:  Juho Hamari</p> <p><i>Gamification for audience and stakeholder engagement</i>  Juho Hamari</p> <p><i>Gamification of tourism: what's possible?</i>  Peter Symons</p> <p><i>A Framework for playing with heritage: exploring the gamified playground of a Finnish ski resort</i>  Pirita Ihamäki and Katriina Heljakka (R)</p>	<p><b>Room: 240A</b>  <b>Sustainability and Inclusiveness</b>  Moderator:  Kati Suomi</p> <p><i>A bottom-up approach of Living Suomenlinna World Heritage Site: ethnographic research</i>  Pauliina Latvala-Harvilahti</p> <p><i>The importance of everydayness: a sustainable and inclusive approach to Heritage</i>  Deepika Ghosh Saxena (R)</p> <p><i>A sense of place: an existence of the local neighbourhoods in a heritage city of Chiang Mai, Thailand</i>  Pranom Tansukanun (R)</p>	<p><b>Room: 240B</b>  <b>Heritage, Tourism and New Media</b>  Moderator:  Inkeri Starry</p> <p><i>Helsinki branding and storytelling with the locals</i>  Laura Aalto</p> <p><i>A Facebook campaign about heritage and tourism: its results and how to measure them</i>  Caterina Della Monica, Silvia De Ascaniis, Stefano Tardini, Maria Garbelli and Lorenzo Cantoni (R)</p> <p><i>A social media campaign to raise awareness about violent heritage destruction. The case of #faces4heritage</i>  Silvia De Ascaniis, Caterina Della Monica and Lorenzo Cantoni (R)</p>	<p><b>Room: 225</b>  <b>Heritage, Tourism and Water</b>  Moderator:  Kristina Svells</p> <p><i>Using storytelling and mobile apps when converting coastal defense heritage into valuable tourist experiences</i>  Telle Tuominen</p> <p><i>Maritime cultural heritage of Brittany: how to enhancing a part of its DNA in a shared project of development?</i>  Ronan Le Bacon</p> <p><i>Are there linkages between 'sense of place' attitudes of the lake users and water quality? – an example case of Lake Pyhäjärvi</i>  Anne-Mari Ventelä, Lotta Holllmén and Teija Kirkkala (R)</p>
<p>13:00 - 14:00</p>	<p><b>Building: Restaurant (Ravintola) Wanha Juhana (Upper Floor)</b>  Lunch</p>			



<p>14:00 - 15:15</p>	<p><b>Room: 241B</b>  <b>Festivals and Events</b>  Moderator:  Terttu Hermanson</p> <p><i>Festivals in Finnish cultural policies: cure-all or false hope?</i>  Sari Karttunen and Mervi Luonila (R)</p> <p><i>Metal Arts Weeks and a jewelry competition as a representation of the cultural heritage of a place. An 'education' approach</i>  Ilkka Tarvainen</p> <p><i>Narrating city futures: on the formation of sponsorship networks and their role in realising the tourism benefits of hosting cultural mega-events</i>  Annmarie Ryan, Catherine Morel, Jaana Tähtinen and Mervi Luonila (R)</p>	<p><b>Room: 240A</b>  <b>Work-in-Progress: Current Research &amp; Education at UTU</b>  Moderator:  Vappu Salo</p> <p><i>How could a social network analysis boost an evolutionary ecosystem in cultural heritage tourism?</i>  Darko Dimitrovski, Arja Lemmetyinen and Lenita Nieminen (R)</p> <p><i>Brand ecosystem narratives in cultural and tourism networks</i>  Arja Lemmetyinen, Lenita Nieminen, Tanja Lepistö and Kati Suomi (R)</p> <p><i>From a student mindset to an expert mindset</i>  Lenita Nieminen</p> <p><i>Combining ecological, economic and cultural sustainability in the development of science tourism on the Seili Island</i>  Juulia Räikkönen and Katriina Siivonen (R)</p>	<p><b>Room: 240B</b>  <b>Public Policy and Stakeholder Engagement</b>  Moderator:  Emanuele Mele</p> <p><i>The "10 Touristic Destinations" of Brittany: a case study of creative public policies mingling heritage and tourism</i>  Ronan Le Bacon</p> <p><i>Building a cultural heritage based brand through participatory action</i>  Johanna Aalto</p> <p><i>Heritage, tourism and stakeholder engagement. Do we need more World Heritage Sites without local consent?</i>  Kristina Svets (R)</p>	<p><b>Room: 225</b>  <b>Heritage, Tourism and Water</b>  Presenter &amp; moderator:  Mara de Groot, Centre for Global Heritage &amp; Development</p> <p><b>HERICOAST – Roundtable: management of heritage in coastal landscapes</b></p>
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		<i>Psychophysiological methods for measuring tourism experiences by the sea: case Bothnian Sea</i> Anu Lähteenmäki-Uutela (R)		
15:15 - 15:45	<b>Room: AUD 126</b> <b>Rapporteurs &amp; Conference Closing</b> Moderator: tbc Rapporteurs: Stephen E. Little, Jaana Tähtinen, Laura Day.			
15:45 - 16:30	<b>Room: Reception Hall</b> <b>Farewell drinks</b>			
	<b>Saturday, 30 November 2017   Post-Conference Programme</b>			
09:00 - 18:00	<b>Optional Post-Conference Guided Tour to UNESCO World Heritage Sites Old Rauma and Sammallahdenmäki and to Kauttua.</b> See for a detailed description <a href="http://www.heritagetourismdestination.org">www.heritagetourismdestination.org</a>			