INTERNATIONAL RESEARCH CONGRESS:

TOURISM AND “BUEN VIVIR” (GOOD LIVING)

The congress will pursue the following themes: Tourism and happiness - Tourism, memory and post-conflict - Tourism Social Imaginaries - Gastronomic tourism and food sovereignty.

ABSTRACT AND FULL PAPERS SUBMISSION

Organized by:

Universidad Externado de Colombia

Hotel and Tourism Management Faculty

Master in Tourism Planning and Management

Tourism and Society Group
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INTERNATIONAL RESEARCH CONGRESS:

TOURISM AND “BUEN VIVIR” (GOOD LIVING)

Description

Tourism as an alternative development can contribute to the “Buen vivir” (Good Living) of a society, as long as it is properly planned and managed. Otherwise, it could become counterproductive for the territories and for the well-being of local communities. For this reason, the International Research Congress of "Tourism and “Buen Vivir” (Good Living)" aims to raise the debate on tourism development from the multiple dimensions and interdisciplinarity that characterize the territories, promoting well-being, life’s quality, justice and social equity and happiness.

The political scenario that Colombia and other countries are experiencing at an international level, the event also aims to reflect on the contribution of tourism in the construction of peace, by linking historical memory and sufficiency and food sovereignty in the territories. In this reflection, social imaginaries are particularly important, given that those regions have presented situations of armed conflict, narratives, images and representations of violence have been constructed, which could be transformed to generate new perspectives of tourist practices in a scenario of equity, peace and good living. In addition, social imaginaries, as a cognitive and aesthetic experience, allow us to understand the contemporary tourist dynamics by unveiling social truths that have a real effect on the society where they are built and diffused.

The Tourism and Society group, the Master’s Program in Tourism Planning and Management of the Tourism and Hotel Management Faculty of the “Universidad Externado de Colombia”, summon researchers, teachers, students and related professionals interested in reflecting on this phenomenon, to submit proposals to participate in the International Congress of Research, "Tourism and Good Living".

The Congress is open to academics, researchers and professionals who have studied tourism from the social, human and natural sciences; As well as experts in development, peace, post-conflict, social imaginaries, historical memory, food sovereignty, among others.

Objectives

- Present to the academic and scientific community the latest research on tourism and its relation to happiness, peace, postconflict, historical memory, social imaginaries and food sovereignty.
• Generate knowledge towards the development of tourism, from an interdisciplinary perspective and from the multiple dimensions that characterize the territories.

• Facilitate the meeting of researchers interested in the reflection, theoretical and methodological debate around the development of tourism in order to enhance alliances and academic collaboration that contribute to the construction of an interdisciplinary perspective on this phenomenon.

Date and place

Date: The event will be held on 26 and 27 October 2017 in Bogotá, Colombia
Place: Universidad Externado de Colombia

Adress: Calle 12 No. 1-17 Este. Contact number: (00571) 3537000; 282 60 66 Ext. 1411; 1402; 1405.

City: Bogotá, Colombia.

Contact Email: congresoturismo@uexternado.edu.co

Abstract submissions

The academic program of the International Research Congress in Tourism and “Buen Vivir” (Good Living) will be developed through lectures and parallel sessions, divided into four themed, which are forwarded with presentations of each paper. The event will be structure around the following central themes:

Tourism and happiness

Tourism has been understood as an economic activity that contributes to the improvement of the economic indicators of a territory and little by little, has been seen as an alternative development, initially economical, that generates benefits for local communities and investors. It has even been consider as an important sector to counter poverty. Through time, the concepts of poverty and development have transcended the purely economic, other scenarios that have been opened seek a multidimensional view of concepts, involving variables such as income, health, education, interpersonal
relationships, free time, spiritual life, among others. This holistic vision poses new challenges in tourism development and establishes a direct relationship with the welfare, quality of life and happiness of local communities.

This search for welfare, quality of life and happiness for both residents and visitors becomes important dimensions for the planning and management of tourism in a territory and for the evolution of tourism. Nowadays, the traveller has access to information of the destination to which he travels, he is a more educated, sophisticated person, concerned with the environment, culture, respect for the local community, aware of the events of the world and generally, searches for authentic experiences and sensations that allow him a more human pursuit such as welfare and happiness. In this sense, there is an increasing interest in seeking that the receiving communities have a greater role, develop their capacities, and play a truly active and active role in the development of tourism, which involves analysing their well-being, their quality of life and happiness.

In consequence, this topic of reflection seeks to understand, what are the new forms of planning and management of tourism territories, leading to multidimensional development and happiness? how to approach the generation of abilities and liberties for local communities that are linked to tourism development? How tourism can contribute to the multidimensional development of territories? How does tourism contribute to the generation of happiness? How tourism can, reduce poverty and inequality in the territories? How can we construct ethically desirable and plausible visions of development by and for the social actors who inhabit a territory with a tourist vocation?

**Tourism, memory, post-conflict**

Postconflict in Colombia has become a focus of study given the peace processes carried out between the Government of Colombia and the guerrilla groups of the FARC and ELN in recent years. To address the issue, this topic invites us to reflect, on one hand, the role that tourism could play in territories that have suffered the violence of the armed conflict, and on the other hand, on tourism as an alternative for development in territories that have lived conflicts, but that despite this strategies of recovery and consolidation have been created.

A territory in post-conflict could present difficulties of all kinds: economically, socially, culturally and environmentally, to name a few. There are many complex scars left by an armed confrontation in a territory and the reconstruction of the social fabric is a challenge and commitment for all social actors in the territories. Tourism, by its social nature, could contribute to the development of these territories through the generation of social and cultural spaces that can promote the self-realization of the local actors involved, generate self-esteem in the receiving communities, foster productive opportunities and promote well-being and quality of life in the communities.
Interest in the study of tourism as an alternative development in territories that have experienced conflicts and tragedies has grown over time, which has allowed different travel motivations towards a destination, to be identified. These motivations, activities and tourist experiences are related to death and pain, re-creating to the tourist an image of a violent past, which, in some cases, generates in the communities liberation, transformation and renewal.

The construction of historical memory has been linked with oral history in the communities, being of great importance for giving relevance to those events that were never written. For the twentieth and twenty-first century the memory began to have a boom and its phenomenon began to be studied in depth, often in places with violent past, where the testimony of people begins to have relevance. In this way, one begins to reconstruct a past with the counts of the conflict, taking into account that the memory is in constant change, is susceptible of manipulations and reconstructions with the passage of the years. This story has become, over time, a motivation for travel, an attraction in destinations that have been hit by tragedies and violence. Tourism as a strategy for recovery and consolidation of post-conflict territories can be developed as black tourism, tourism memory or phoenix tourism and thus contribute to the development of territories with past trauma.

This topic of analysis seeks to understand, what is the relationship between tourism and peacemaking? How tourism can contribute to the reconstruction of the social fabric in post-conflict territories? How tourism can contribute to the generation of different economic alternatives to illegal activities? How tourism can become a strategy for conflict resolution? How tourism can serve as a strategy to pacify territories in the transition from armed conflict to post-conflict territory? How tourism can contribute to the possible construction of historical memory in a territory? How tourism could help to the social transformation in those post-conflict territories? How tourism can be developed in places associated with death, violence and poverty? How ethical tourism could be carried out in post-conflict territories? What activities do tourists want to do when they visit places with conflicts? What are the main reasons for traveling to these destinations? How historical memory centre contribute to the cultural identity and to overcome conflict?

Tourism Social Imaginaries

This thematic aims to raise theoretical reflections on the imaginary and social practices related to tourism at the territories. The encounters between visitors and residents construct perspectives that mix individual and collective subjectivities and construct new realities of the place.

The imaginary could be understood as a real or social fantasy construction composed by symbols, images, codes, beliefs and valuations about a place, territory, space, time or people, which has a
perceptual psychic process in permanent change and transformation. According to Silva (2007), the social imaginaries of tourism are a way to apprehend the world. Based on this approach, the social imaginary of tourism, could be related to social constructions related to the manifestations of the trip, social practices, tourist experience, attractions, encounter between cultures, consumption of services, happiness, among others.

In this sense, the social imaginaries of tourism construct new meanings, narratives and realities of tourist destinations, which is why this line of analysis seeks to understand: do social imaginary create the tourist experience and define our way of relating with destinations? Do these social constructions build the relationship between visitors and residents? How to understand these new meanings for the construction of contemporary tourist places? Could consumption be ephemeral in the production of places for tourism and generate tensions between residents and visitors? Is it necessary to rethink tourism from the permanent social construction of the place and the subjectivism that it poses? Is the tourist place an expression of social imaginary and therefore are the imaginaries and not the place what defines the satisfaction of the tourist in his journey?

**Gastronomic tourism and food sovereignty**

Food security, in addition to food production, refers to the availability, access, use and stability of food. The above assumes that its analysis should incorporate variables such as the national price index, access to water sources, regularity of the climate, land tenure and use, labor, indicators of satisfaction of needs of populations, especially rural populations, political stability and public order.

Food sovereignty aims, to prioritize food as a necessity and a right; it emphasis the value of food suppliers and their livelihoods, it is also important to emphasize that they are of regional origin, promoting local food systems and shortening distances between producer and consumer. Meaning that the knowledge and preparation of traditional foods are recognized, monopolies are rejected and food aids are consider inappropriate, defending the most compatible productions with nature.

Gastronomic tourism is a particular form of tourism in which the culinary culture of the country visited is the main motivation of the visitor. This type of tourism has been consolidated in recent years as the mega trend that revitalizes companies and destinations, and consequently, has become a powerful motivation to attract significant flows of visitors.

Due this, the questions arise: What is the role of gastronomic tourism? What are the possibilities for development of the production chain (from production to consumption) in tourist destinations? What is the economic impact on redistribution of the tourism production chain? What is the importance of
maintaining and developing local food systems in relation to the role of monocultures? What happens in the production of own food and maintenance of food diversity? What happens with ancestral food knowledge and tourism? How to rescue and value traditional cuisines through tourism? How are they articulated to the gastronomic routes and what impacts do they generate in local development? What is the importance of food crafts (Among them organic production) and what is its capacity to supply the market in the tourism value chain? What are the successful models of local development based on the development of the food sector? What other impacts does gastronomic tourism generates in a tourist destination?
Guidelines to submit abstracts

Abstracts must meet the following criteria:

- Maximum extension: 400 words.
- Content: Objectives, relevance, results and conclusions.
- Font for body text: Arial 11.
- Double space.

Note. Do not include pictures, graphics or photos

Structure for the abstract’s header

<table>
<thead>
<tr>
<th>Title of the presentation (centered, bold, Arial 12)</th>
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<tr>
<td>Abstract</td>
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<td>Theme:</td>
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<td>Key words: maximum (5) (italic, centered, Arial 11)</td>
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Submission Process

Abstracts must be send in Word files to the following email:

congresoturismo@uexternado.edu.co

Deadline

- The reception of abstracts will be open until June 20, 2017.
- The result of the selection will be publish on **July 20 of 2017**

**Guidelines to submit full papers**

Full papers must meet the following criteria:

- Maximum extension: between 15 and 20 pages without the bibliography (maximum 40,000 characters with spaces included).

- Font for body text: Arial 11.

- Double space.

**Structure for the full paper’s header**

<table>
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**Full paper’s submission process**

All full papers must be send in Word format to the following email:

[congresoturismo@uexternado.edu.co](mailto:congresoturismo@uexternado.edu.co)
Deadlines

The reception of full papers will be open until August 20, 2017. Once papers that will be presented in each work session by subject area are selected, the author(s) should keep in mind that the maximum presentation time is 15 minutes.