

Tourism Innovation for Resilience Scholarships

IRiSS

Sustainable Behavior of Cultural Heritage Visitors

Project Description: The debate surrounding the protection of heritage resources has become more intense over the years calling for more sustainable strategies to be implemented, which remain crucial for cultural tourism destinations. In this regard, the importance of the role and responsibilities of tourists as major stakeholders in safeguarding and protecting cultural heritage is highlighted by heritage tourism scholars and organizations. However, studies on heritage tourism fall short in sufficiently considering tourists' behavior in relation to the sustainable management process. There is a need for heritage site managers to better understand heritage tourists' sustainable behavior in order to promote long-term sustainability. This project is aimed at examining how visitors' heritage experiences influence their sustainable behaviors. In collaboration with IRiSS team, the project has potential implications for the development of strategies aimed at encouraging visitors to preserve, protect and enhance cultural heritage sites.

Desired Competences: Knowledge on sustainable tourism; tourism marketing and management; special interest in cultural heritage tourism.

SUN^x (Strong Universal Network)

Impact-Travel and Climate Resilience

Project Description: Three 2015 paradigm Summits in Addis, New York and Paris established a new strategic sustainable development game plan for humanity, with Climate Change an existential priority. The Travel & Tourism sector identifies itself as a leading driver of global change but is arguably behind the socio-industrial curve on sustainability action. SUN^x has devised a strategic concept of [Impact-Travel](#) ~ measured to manage: green to grow: 2050-proof to innovate. It has also identified the main directions of scientific research to support the concept of Impact-Travel, has launched a masters level I-T course and is inspiring a community focused innovation network, majoring on climate resilience and related SDGs. The research project will focus on strengthening the Impact-Travel research base, with a particular focus on carbon reduction, strengthen the I-T course and help to integrate results into the SUN^x Portal, in collaboration with the SUN^x team.

Desired Competences: Minimum a graduate degree with a special interest in sustainable development and tourism. Knowledge of climate change and low carbon strategies an asset.

The t-FORUM

Social Media and Knowledge Transfer in Tourism

Project Description: Tourism has been one of the fastest growing industries in the world, with tourism research and education enjoying the same popularity in practically all countries ([Encyclopedia of Tourism](#) 2016). But these two arms of tourism rarely meet, to embrace issues faced in fields of practice and addressed in halls of academia. Intelligence (know-how and know-why) are abundantly present on both banks but rarely bridged and transferred. In response to this gapped reality, the Tourism Intelligence Forum (the t-FORUM) was founded in 2016, with its office and portal based in Naples, Italy. Its core mission is to transfer knowledge to and within tourism <http://tforum.today/2018/t-forum-in-3-minutes>. Postgraduate students interested to serve the research and implementation needs of the t-FORUM to apply for this one-year scholarship.

Desired Competences: Knowledge in social media; expertise to populate websites; familiarity with Photoshop/equivalent software; basics of HTML, CSS, Drupal content management system; transfer knowledge through t-FORUM's portal to professional and its members.