

# 2014 INTERNATIONAL ADVENTURE CONFERENCE

  
SOGNDAL  
NORWAY  
NOVEMBER  
24-26 2014

*Adventures in 'empty lands'? - The difference and value of wild places*

CALL FOR  
PAPERS, POSTERS  
AND SESSION  
CONVENORS

*Bratt mero*

WESTERN NORWAY RESEARCH INSTITUTE  
VESTLANDSFORSKING

 SOGN OG FJORDANE  
UNIVERSITY COLLEGE

 University of the  
Highlands and Islands  
West Highland College

Oilthigh na Gàidhealtachd  
agus nan Eilean  
Colaiste na Gàidhealtachd an Iar

The Adventure Tourism Research Association is pleased to announce a call for papers for the 2014 International Adventure Conference.

This is the third annual adventure conference, following two successful, well-attended and highly enjoyable events in Scotland. These conferences have brought together leading academics, educators and practitioners working in adventure tourism to present and discuss a range of topics pertaining to adventure tourism activities and education and recreation.

This year's theme builds on the previous events in Scotland, with a focus on the human-nature interactions which occur during adventurous activities outdoors. Such experiences may be considered from a practical, commercial point of view, or interrogated through philosophical, sociological or educational lenses. At its heart the purpose of this conference is to gather together the many perspectives on outdoor activity for its numerous purposes, and to consider how best to understand people's recreation in these wild places.

Foto: Vegard Breie

 **åsnes**<sup>TM</sup>

 **HH**<sup>®</sup>  
HELLY HANSEN

 *Lerum*

 Sognekraft

 SparebankenVest



## The Venue

The conference will take place at the Quality Hotel Sogndal which is part of the Nordic region's largest hotel chain, Nordic Choice Hotels.

The hotel was opened on 12 May 1962 with 58 rooms. Today Quality Hotel Sogndal has 115 rooms, three restaurants, conference hall with capacity for 350 persons and dedicated employees ready to host the 2014 International Adventure Conference.

### How to get here:

Sogndal has an airport with several daily flights to Oslo and Bergen, and is a four hour drive north-east of Bergen and a six hour drive from Oslo. There is also a daily boat service from Bergen and several express bus departures.



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# Conference Themes

We are now inviting paper and poster presentations, as well as volunteers to convene a session under one or more of the following themes:

### 'Slow Adventure' and 'Friluftsliv'

- The forager's menu
- Ways of living outdoors
- Considering friluftsliv through a tourism lens
- Learning and leadership in friluftsliv
- Celebrating natural capital
- Protecting, enhancing and using remote places and spaces

### Adventure Tourism Marketing and Entrepreneurship

- Marketing experiences in the great outdoors
- Working with media and journalists during outdoor experiences
- Creating /branding adventures
- Adventure destination development
- Sustainable adventure tourism destinations and the cruise industry
- Adventure tourism and outdoor recreation as driver of rural development
- Adventure tourism, sustainability and profitability
- Co-operation between small scale nature-based adventure tourism companies and larger tourism companies for increased profitability

### Adventure Tourism Histories

- Wild places now and then and the origin of adventure tourism
- The roots of polar region tourism

### Philosophical Perspectives

- Outdoor life and the urban condition, and places in-between
- Adventure and postmodernity
- Philosophies of being outdoors: dwelling and being
- Natural time, industrial time
- The contradictions of sustainable tourism
- The outdoors as a learning space

### Adventure Tourism Experiences

- Adventure responsibilities
- Storytelling
- Serious leisure
- Supporting adventure experience – transportation and infrastructure
- Mechanized adventures
- Polar adventure tourism
- Moving across land and sea - the journeys of adventure
- Urban adventure
- Professionalisation of the outdoor tourism sector
- Future prospects of adventure tourism in the face of climate change
- Adventurous and adventuring bodies
- The commercialization of outdoor recreation: leisure as a source of tourism innovation

Submit your abstract at  
[www.adventureconference2014.no](http://www.adventureconference2014.no)



Photo: Jo Bergesen

## The 2014 **Adventure** Conference

This year's conference will take place in Sogndal in Western Norway and is organized in cooperation between Western Norway Research Institute, Bratt Moro As, Sogn og Fjordane University College, Sogndal, in association with the Centre for Recreation and Tourism Research, West Highland College UHI, Scotland, and the Adventure Tourism Research Association.

Sogndal is situated in the innermost part of the world longest fjord – the Sognefjord. In the immediate vicinity are landscapes that the renowned National Geographic Traveller magazine in 2009 voted to be the best preserved attraction on UNESCO's World Heritage List. The region also offers some of Norway's highest and wildest mountains, Hurrungane, in Jotunheimen National Park, as well as mainland Europe's largest ice cap: the Jostedalsglacier. The regional hub Sogndal is a small town where education and nature based tourism are cornerstones for the community.



# Adventure Tourism Research Association

The relationships and consensus built during the first two conferences have directly led to the creation of the Adventure Tourism Research Association (ATRA), a membership organisation which aims to assemble an academic community around these core areas of interest, broad network of leading academics worldwide, forge new writing partnerships, create a peer-reviewed academic journal on adventure tourism and organise this annual conference. The conference fee this year will include a year's membership of ATRA. In 2014 ATRA will also launch its own journal.

## Submission of Papers and Posters

In the first instance, abstracts of up to 600 words are invited for peer review; these will form the basis for acceptance of the paper for presentation. The abstract should therefore clearly state the objective of the presentation, the findings and their significance to the proceedings, and how they help advance our knowledge of outdoor adventure. It should be submitted as a Word document (Arial 11 point font, 1.5 line spacing). It should include: title, keywords, introduction, method, findings/discussion and conclusion. Exciting and inspiring conference posters are also requested. The submitters should also include a CV of 3-4 lines that includes position, affiliation, and research interests.

Submit your abstract at [www.adventureconference2014.no](http://www.adventureconference2014.no)

*The deadline for the submission of abstracts is February 28, 2014*

### Note:

All accepted abstracts will be published in the conference proceedings, and will be available on the conference web page. There is also the possibility for some papers to be considered for post-conference publication in a forthcoming new journal on adventure tourism.

### Further information

If you would like to learn more, please contact Dr. Steve Taylor:  
00 44 1397 874217  
[steve.taylor.whc@uhi.ac.uk](mailto:steve.taylor.whc@uhi.ac.uk)

## Programme

The conference has a programme that targets academics, adventure tourism professionals and interested outdoor practitioners. The academic programme consists of plenary and parallel sessions that start on Monday November 24 and last until Wednesday November 26. But the conference programme starts with a kick-off on Friday November 21 and continues throughout the weekend with workshops and outdoor activities including:

- Guided ski tours in Jostedal or in Sognefjellet (Alpine and Nordic)
- Glacier trip in Jostedal
- Half day or full day friluftsliv experience with outdoor cooking

During the whole conference period there will be a rich and inclusive evening programme, with concerts/recitals and presentations from climbing expeditions. The second 'world Trangia cooking championships' ('Masterchef outdoors') will also take place.

The conference sessions will be updated continuously after the abstract submission deadline February 28. The conference programme will be presented by June 2014.