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.
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

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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.

Submit your abstract at www.adventureconference2014.no
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 Jostedalsbreen glacier. The regional hub Sogndal is a small town where education and nature based tourism are cornerstones for the community.

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

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

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 Jostedalen or in Sognfjellet (Alpine and Nordic)
• Glacier trip in Jostedalen
• 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.