



10th International Adventure Conference

BEING-WITH AND BEING-WELL IN NATURE: OUR TENTACULAR ADVENTURES

7-9 JUNE 2023, TREUCHTLINGEN, GERMANY

CONFERENCE PROGRAMME

JUNE 7TH

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| 9-9.30 | CONFERENCE OPENING - PETER VARLEY & MANUEL SAND (ROOM 1) WELCOME FROM THE PRESIDENT OF THE UNIVERSITY OF APPLIED MANAGEMENT - GERHARD BLECHINGER WELCOME FROM THE DISTRICT CHIEF EXECUTIVE MANUEL WESTPHAL WELCOME FROM THE MAYOR OF TREUCHTLINGEN - DR. KRISTINA BECKER | | |
| 9.30-10.30 | KEYNOTE SPEECH – EMILY HÖCKERT “ON MULTISPECIES HOSPITALITY” (ROOM 1) | | |
| 10.30-11:00 | COFFEE BREAK (CAFETERIA) | | |
| 11-12.30 | PRESENTATION SESSIONS | | |
| | THEME: ADVENTURE MARKETING AND BRANDING (ROOM 1) SESSION CHAIR: GILL POMFRET | THEME: NATURE PROTECTION AND VISITOR MANAGEMENT (ROOM 2) SESSION CHAIR: ANTONIE BAUER | THEME: BEYOND COGNITION (ROOM 3) SESSION CHAIR: PETER VARLEY |
| | JOEL SCHMIDT EVENTIZATION AND MEDIATIZATION OF ADVENTURES | EMMA POPE ADVENTURES IN ECOTONES: CONNECTING WITH NATURE IN BETWEEN LAND AND SEA | DAVY WALSH A PATHWAY TO CHANGE: CREATING A MORE MEANINGFUL AND LASTING CONNECTION WITH NATURE |
| | SIMON REUTER STAKEHOLDER-BASED DESTINATION MARKETING THROUGH ONLINE PLATFORMS IN ADVENTURE TOURISM - A CASE STUDY FROM THE WESTERN BALKANS | NICO GRAAF THE NAT:KIT TOOLKIT AND KNOWLEDGE PLATFORM FOR BIKE VISITOR MANAGEMENT | JELENA FARKIC IDLENESS AS AN ADVENTURE IN HETEROTOPIC WILDERNESS |
| | ELIN BOLANN ADVENTURE DESTINATION APPRAISALS: THE ROLE OF HARD VERSUS SOFT ADVENTURE BRAND POSITIONING | | SHUWEI SUN CITING AND SITING THE PLANTATIONOCENE: A BLACK ECOCRITICAL READING OF PLANTATIONOCENE FUTURES IN OCTAVIA BUTLER'S KINDRED |
| 12.30-1.30 | LUNCH BREAK (CAFETERIA) | | |
| 1.30-3.00 | PRESENTATION SESSIONS | | |
| | THEME: NATURE PROTECTION AND VISITOR MANAGEMENT (ROOM 1) SESSION CHAIR: MANUEL STEINBAUER | THEME: INTIMATE IMMENSITIES (ROOM 2) SESSION CHAIR: BRIGITTE ARS | |
| | KNUT SCHERHAG DOES VISITOR MANAGEMENT STOP ADVENTURE TOURISM? – PERSPECTIVES FROM MOTORCYCLE TOURISM | EMMA LINFORD CROSSING THE DIVIDE; CULTIVATING A NEW RELATIONAL ONTOLOGY DECENTERING THE HUMAN FOR SELF, COMMUNITY AND PLANET | |
| | GILL POMFRET, CAROLA MAY, JELENA FARKIC AND MANUEL SAND EXPLORING THE INTERPLAY BETWEEN OUTDOOR ADVENTURE ACTIVITY PARTICIPATION, SUBJECTIVE WELLBEING, AND CULTURE | PETER VARLEY THE SMALL TOURISMS AND THEIR INTIMATE IMMENSITIES | |
| | ARNE SCHWIETERING HOW RECREATIONISTS USE DIGITAL OUTDOOR PLATFORMS FOR PLANNING AND NAVIGATING OUTDOOR ACTIVITIES AND FOR SHARING TOUR INFORMATION | YAEL AVRAHAMI WALKING AT HOME IN THE WORLD | |
| 3-3.30 | COFFEE BREAK/GETTING CHANGED | | |
| 3.30– 6:00 | ACTIVITIES | | |
| FROM 7:00 | OUTDOOR COOKING EVENT AT THE CASTLE | | |

JUNE 8TH

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| 7-8:00 | EARLY MORNING ACTIVITIES: BOULDERING, TRAIL RUNNING, ETC. | | |
| 9-10:00 | KEYNOTE SPEECH – MANUEL STEINBAUER „DIRECT INTERACTIONS OF OUTDOOR SPORT WITH ECOLOGICAL SYSTEMS“ (ROOM 1) | | |
| 10-11:00 | PANEL DISCUSSION ADVENTURE TOURISM IN GERMANY (ROOM 1) | | |
| 11-11:30 | COFFEE BREAK (CAFETERIA) | | |
| 11:30-12:30 | PRESENTATION SESSIONS | | |
| | THEME: ADVENTURE MARKETING AND NEW MEDIA (ROOM 1) SESSION CHAIR: MANUEL SAND | THEME: GENDERED ADVENTURE (ROOM 2) SESSION CHAIR: JELENA FARKIC | |
| | ANIKA FRÜHAUF SOCIAL MEDIA AS A MOTIVATION FOR ADVENTURE SPORTS PARTICIPATION? | BRIGITTE ARS OUTDOOR ADVENTURE FOR WOMEN: A JOURNEY TOWARDS BETTER WELLBEING | |
| | LOUISA HARDWICK A PHENOMENOLOGICAL EXPLORATION OF HOW PEOPLE WITH LIMITED MOBILITIES EXPERIENCE VR ADVENTURE TOURISM | MAGGIE MILLER GENDERED ADVENTURE? A VISUAL ANALYSIS OF ADVENTURE TOURISM ON THE WEBPAGES OF WOMEN ENTREPRENEURS | |
| 12:30-1:30 | LUNCH BREAK (CAFETERIA) | | |
| 1:30-3:00 | PRESENTATION SESSIONS | | |
| | THEME: EMBODIED PRACTICES (ROOM 1) SESSION CHAIR: PETER VARLEY | THEME: INSPIRING OUTDOOR LEARNING (ROOM 2) SESSION CHAIR: ANTONIE BAUER | THEME: PERCEPTIONS OF GERMAN ADVENTURE TOURISTS (ROOM 3) SESSION CHAIR: JOEL SCHMIDT |
| | JASON WRAGG MYTHS, MAPS AND MOTORCYCLES: AN AUTOETHNOGRAPHIC EXPLORATION OF THE PILGRIM ADVENTURER | BART BLOEM HERRAIZ ON-THE-MOVE METHODOLOGY - A TRANSECOLOGICAL APPROACH TO ADVENTURE ACTIVITIES | SVEN GROSS ADVENTURE TOURISM IN GERMANY – ANALYSIS OF SUSTAINABILITY AND LIFESTYLE CHANGES |
| | KELSEY JOHANSEN NATURE JOURNALING: CONNECTING WITH NATURE THROUGH IMMERSIVE EMBODIED EXPERIENCES, FELT MEMORIES, AND REFLECTION | TORSTEN KOERTING CLIMB TO NEW HEIGHTS: NATURE, ADVENTURE AND LEADERSHIP IN CONTEXT OF BUSINESS & TRANSFORMATIONAL EXPERIENCES | FELIX WÖLFLE PERCEPTION OF WILDERNESS BY THE GERMAN GENERATIONS Z AND Y |
| | ANNE-SOFIE ENGELSCHIØN HUMAN-CENTRIC APPROACHES, A REVIEW WITHIN A TOURISM CONTEXT | STUART COTTRELL ROLE OF YOUTH ADVENTURE PROGRAMS FOR SHAPING PRO-ENVIRONMENTAL BEHAVIOUR FOR MARINE CONSERVATION | |
| 3-3:30 | COFFEE BREAK/GETTING CHANGED | | |
| 3:30 – 6:00 | ACTIVITIES | | |
| 7-8:30 | CONFERENCE DINNER (CAFETERIA/OUTSIDE) | | |
| 8:30-9:30 | AFTER DINNER SPEECH – CHRISTO FOERSTER, GERMAN ADVENTURER, AUTHOR, SPEAKER AND MICRO ADVENTURER “RECONNECT – MY EGO, WILD WAYS AND FINDING THE ‘WE’” | | |
| FROM 9:30 | BAR OPEN, CONFERENCE PARTY | | |

JUNE 9TH

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| 9:30-10:30 | KEYNOTE SPEECH – DAVID CLARKE “ANIMISM AND THE POLITICS OF NATURE: CREATIVE PRACTICES FOR WORLDING-WITH“ (ROOM 1) |
| 10:30-11:00 | CONFERENCE WRAP UP, ANNOUNCEMENT OF IAC 2024 AND GOODBYE – PETER VARLEY & MANUEL SAND |
| FROM 11:00 | LUNCH PACKS AND DEPARTURE |

CONFERENCE PARTNERS

