

Forthcoming conference 6th International Colloquium on Tourism

The Department of Regional Economics and Administration Faculty of Economics and Administration at Masaryk University in Brno organises in collaboration with the Association of scientific experts in tourism the **sixth annual international colloquium on tourism**. The aim of the conference is to bring together experts from the academic and professional spheres and discuss together the current issues in tourism and thus share experience.

The colloquium takes place from 10th to 11th September 2015 at Hotel IRIS in the small wine village of Pavlov (near Mikulov) in South Moravia.

The invitation to the colloquium has accepted guests from the Ministry for Regional Development of the Czech Republic, CzechTourism and academics from different Czech and Slovak universities who were asked to contribute to the open discussion about issues: action plan of tourism policy in period 2014–2020, destination management in the Czech and Slovak Republics, and cultural and natural heritage.

Further information is available at <http://www.econ.muni.cz/veda-a-vyzkum/konference-seminare-a-kolokvia-na-esf/mezinarodni-kolokvium-o-cestovnim-ruchu>.

Andrea Holešinská
*Faculty of Economics and Administration,
Masaryk University*

Geopsychology and Ecopsychology in Tourism

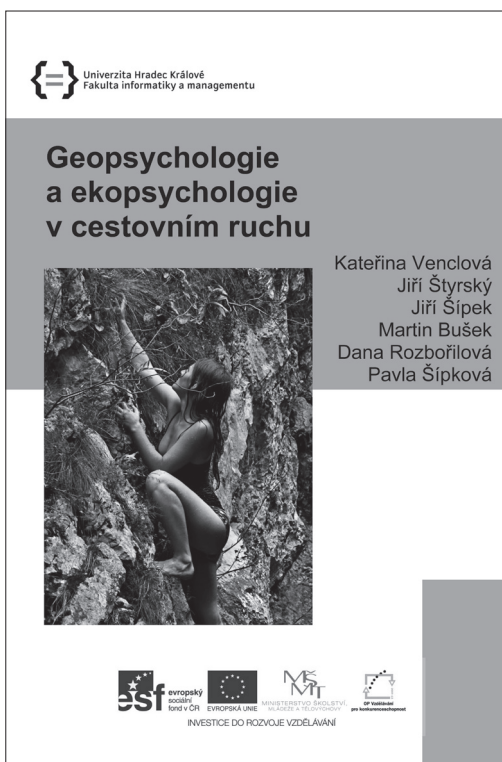
(Geopsychologie a ekopsychologie
v cestovním ruchu)

Authors: Venclová, K., Štyrský, J., Šípek, J., Bušek, M., Rozbořilová, D., Šípková, P.

Hradec Králová: Gaudeamus, 2015, 242 pages

ISBN 978–80–7435–540–0

Geopsychology and ecopsychology are specific psychological paradigms using methods of psychology to understand and improve the relationship between an individual and the environment. They are close to psychogeography, behavioral geography, environmental psychology and landscape ecology. The findings can be applied in personal (lifestyle) philosophy, environmental education and destination management (including public and tourism sustainable development). It is assumed that for these psychologically driven sectors it could be more



*Duši nenasytí ani neuspokojí množství vědění,
ale vnitřní nazírání a vychutnávání věcí.*

Ignác z Loyoly



*Zajisté Bůh není tak chud, aby každému poutníkovi
nemohl propůjčit jeho vlastní duši.*

Irenaeus ze Smyrny

valuable to view the environment as it is seen by the people than to work with the dehumanized description of the objective reality. As many new issues are now arising, the authors offer new methods and categories that could assist other researchers in their scientific work.

As far as leisure and tourism are concerned, the insufficiency of the widely used definitions of tourist/visitor is solved by the means of psychology. A tourist is a person who voluntarily leaves his personal centre (“psychological home”) to experience the differences of environment and lifestyle. This definition also focuses on the questions of experiencing ourselves, leaving and homecoming, comparing our expectations to reality and obtaining the authentic “touch of enriching difference”.

Specifically, in nature-based tourism, the experience can be enriched by opening ourselves to “spiritosphere”, to get in touch with genius loci (geopsychology) or Gaia (ecopsychology). These moments of “close encounters” can saturate the needs and cultivate the personality of a tourist at the same time. Consequently they could be used as a leisure time therapy – to recreate the visitors and their relationship with the environment.

Several methods of getting into a close encounter with the nature/environment are described. Some of them are in fact the ways of keeping the basic psychical comfort that is needed to experience the difference healthily. These have consequences not only in personal well-being, but they also play a major role in the sustainability of the destination environment.

Professor Jaroslav Vencálek
University of Presov