

# Mobilities beyond tourism

The interconnections between tourism, migration and everyday mobility in a changing world

Prof. Dr. Machiel Lamers





Which picture is the odd one out?

# Same place, different mobile realities



# Different place, similar reality?



# Tourism could make a difference...



# Background

- *#NLTourismResearchNetwork*
- WUR Centre of Expertise on Transformative Mobilities



**Rethinking how movement  
shapes our world – and how it  
can shape fairer, more  
sustainable futures**

# Programme

- Two invited presentations

- Dr. Erdinç Çakmak, Breda University of Applied Sciences (BUAS)

*The Paradox of Hypermobile Tourism: Mobility for the Privileged and Borders for “the Others”*

- Dr. Meghann Ormond, Wageningen University & Research (WUR)

*Who Gets to Tell the Story of the City? Tourism, Migration and the Politics of Urban Heritage*

- Discussion



# Discussion

- How do you see the interconnections between tourism and other types of mobilities in today's societal transformations?
- What can we learn across different mobility domains?
- How can we deploy the positive force of tourism in tackling today's societal transformations?



## WUR Tourism Day

*Harnessing tourism for environmentally and socially just transformations?*

**24-04-2026, 10:00 – 14:30 uur/ Impulse Speaker's Corner, Stippeneng**

Lunch is included. If you are interested, please [register through this link](#).

### Programme

9:30 Tea/coffee

10:00 Word of welcome by Prof. dr. Machiel Lamers

10:10 Launch of Centre of Expertise for Transformative Mobilities

10:20 **Panel 1: Tourism and Environmental Transformations**

- Dr. Bas Amelung: *"Tourism and the energy transition"*
- Anisja Obermann: *"Environmental stewardship at an Antarctic mobility-hub"*
- Dr. Stasja Koot: *"Environmentourism in South Africa and the need for limitarianism"*

11:10 **Panel 2: Tourism and Social Justice**

- Dr. Emmanuel Adu-Ampong: *"Frictional encounters: tourism, moral emotions and justice making"*
- Ergun Erkocu: *"Historicomaterialism of water infrastructures and built environment on Curacao"*
- Dr. Maartje Roelofsen: *"Rethinking home in the face of intersecting mobilities"*

12:00 Discussion

12:30 Lunch

13:30 **Panel 3: Transformative Tourism Approaches**

- Dr. Meghann Ormond: *"Touring towards transformation"*
- Dr. Jillian Student: *"Stimulating transformation in tourism through simulations"*
- Martina Sedlakova: *"Beyond Responsible Changemakers in Tourism"*

14:10 Discussion

14:40 Closing remarks



# Upcoming events



## Invitation

# Tackling the Tourism Syndrome

## Governing Tourism and Environmental Transformations

Prof.dr Machiel (M.A.J.) Lamers

Inaugural lecture upon taking up the position of Professor of Tourism and Environmental Change at Wageningen University & Research on 24 April 2026



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