



2nd May
6:30 p.m.
Glaspavillon
Campus Essen &
online

Aurora Fellowship Public Lecture

The Challenge of the Sustainability Transition in the Attractions and Theme Park Industry

Prof. Salvador A. Clavé, Universitat Rovira i Virgili

Theme parks are increasingly implementing sustainability initiatives as part of their economic strategy. Not only do customers wish to do business with organizations that operate with social and environmental responsibility; failing to meet compliance obligations for environmental impact, diversity, equity, or other governance issues can put companies at legal or reputational risk. For theme parks, sustainability, social responsibility, and circularity have been increasingly institutionalized, and the adoption of ESG considerations in private investments is evolving from a risk management practice to a driver of innovation and new opportunities.

The lecture will be streamed online and can be accessed via [UDE's Aurora webpage](#).

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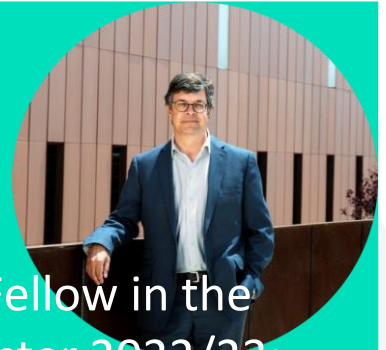
What is the Aurora Fellowship?

The Aurora Fellowship is a two-week programme that we were able to establish with the support of the Förderverein der Universität Duisburg-Essen (the University of Duisburg-Essen's sponsorship association). The aim of this programme is to invite internationally renowned researchers working within the Aurora European Universities Alliance to UDE, allowing them to engage in intensive exchange with our University's researchers, doctoral candidates, postdocs and students. For UDE, it is particularly important to involve urban communities and the wider region, which is why the Aurora fellow is to give a public lecture for interested members of the public.

The thematic focus of the fellowship is centered on the four pilot domains that we are committed to as a university together with the Aurora Alliance:

- Sustainability and Climate Change
- Digital Society and Global Citizenship
- Health and Well-being
- Culture: Diversities & Identities

The focus is on a different one of the four pilot domains each semester. This was started off with 'Culture: Diversities & Identities' in the winter semester 2022/23. In the summer semester 2023, the focus will be on Sustainability and Climate Change.



The Aurora Fellow in the winter semester 2022/23:

Salvador Anton Clavé is Professor of Regional Geographical Analysis at the University Rovira i Virgili (Catalonia, Spain). He has been a senior visiting scholar at the George Washington University (USA) and currently also serves as Director of Tourism Innovation at Eurecat – The Technology Centre of Catalonia. His research concentrates, among other interests, on visitor attractions and theme parks development, performance, and impact; visitors spatial behaviour; and digital technologies and tourism. He is the author of *The Global Theme Park Industry* (2007), co-coordinator together with Florian Freitag and Filippo Carlà-Uhink of *Key Concepts in Theme Park Studies* (2023) and other publications in the field. In 2021 he received the American Association of Geographers Roy Wolfe Award presented by the Recreation, Tourism and Sport Specialty Group. He is a fellow of the International Academy for the Study of Tourism.

Florian Freitag · Filippo Carlà-Uhink ·
Salvador Anton Clavé *Coordinators*
Böger · Clément · Lukas · Mittermeier ·
Molter · Paine · Schwarz · Staszak ·
Steinkrüger · Widmann

Key Concepts in Theme Park Studies

Understanding Tourism and Leisure
Spaces