

mulate B cells. In virus-stimulated B cells, virus level was reaching a first peak after about 24h followed by a second, later increase. (-) strand expression generally followed the expression trend of (+) strand RNA, showing that the virus is able to not only infect but also replicates inside B cells.

33

THURSDAY, SEPTEMBER 15, 2016, 15.45-16.00

AFRICAN LUXURY TOURISTS: A POTENTIAL NICHE MARKET FOR THE SWISS TOURISM INDUSTRY

Tshiangu Jeancy Kabeya

Department of Tourism, University of Applied Sciences HTW Chur, Chur, Switzerland

This research intends to uncover the real potential that African outbound luxury tourists represent for the Swiss tourism industry. It is based on the observation of some of the measures adopted by the Swiss tourism industry in reacting to the negative effects of the challenges it is facing, i.e. a strong currency and climate change. Hence, customer segmentation, which is one of the principles underpinning niche tourism, stands out as one of the principal approaches used by Swiss national office of tourism, to mitigate the adverse effects of those challenges.

A careful consideration of Switzerland Tourism's marketing strategies seems to indicate that marketing activities are aimed at attracting tourists coming only from pre-defined specific regions while overlooking those from other parts of the world, such as Africa. This research aims therefore at assessing the potential of African outbound tourism for the Swiss tourism industry, the appraisal that the Swiss tourism industry make of African outbound and luxury tourists and the actual barriers and drivers to the expansion of African outbound and luxury tourists as a potential market for the Swiss tourism industry. Additionally, it tries to stimulate a scientific debate on the paradox relating to the desired growth of African outbound tourism and the establishing of measures that impede that very same growth.

It uses a preliminary expert interview to determine the target groups and the selection criteria used by Switzerland Tourism for choosing its markets. Then it proceeds with the secondary data analysis to assess the extent to which African outbound tourists measure themselves up to those criteria. Lastly, it uses a second expert interview to analyse the meaning of the results yielded by the secondary data analysis and looks at the possible barriers and drivers, if any, to the growth of African outbound tourists in the Swiss tourism industry.

34

THURSDAY, SEPTEMBER 15, 2016, 16.00-16.15

GROWING ROOTS: THE EVERYDAY LIFE OF UNACCOMPANIED REFUGEE MINORS IN SOUTH TYROL - A GROUNDED THEORY INQUIRY

Trott Laura

Free University of Bozen-Bolzano, Faculty of Education, Brixen-Bressanone, Italy

Unaccompanied refugee minors are children and young people under the age of 18 who find themselves on foreign territory in absence of their parents, family members, or legal guardians. Processes of globalization, resulting conflicts, economic distress, ecological disasters and other factors push a growing number of minors to seek for a better future elsewhere, without their families. Many of these minors transit through South Tyrol on their way north; some decide to stay.

Despite the constant presence of unaccompanied refugee minors in South Tyrol in the past 15 years, public administration and academic community have paid little to no attention to their very specific situation.

How do unaccompanied refugee minors live their everyday life? How do they settle in a society that struggles with its own trilingual and tricultural identity? How do they transition an independent life, without their family network and social support structure? How do they reconcile the struggle for their legal status, learning a new language, educational and vocational projects, the contact with the family in their country of origin, and being a young person? Which importance do they attribute to different aspects of their lives? The study is constructed around a longer period (>6 months) of participant observation in Bolzano's first arrival centre for unaccompanied refugee minors. These observations build the basis for a cycle of reflections and constructivist theory building. Theories are then validated in a process involving unaccompanied refugee minors, former minors, and professionals working in the field. The aim of the study is to gain a better understanding of the way these minors live their everyday life and the way they perceive their own situation, in order to be able to better interact with these important members of our population.