



**Call for Contributions  
(Extended abstracts)**

**65<sup>th</sup> AIEST Conference  
Lijiang, Yunnan (China)  
23<sup>rd</sup> – 27<sup>th</sup> August 2015**

**Comprised of 2 streams of discussion:**

**Stream of Discussion 1**

*Tourism in/ from and to emerging countries:  
Challenges and implications, under special consideration of China*

**Stream of Discussion 2**

*AIEST's Advances in Tourism Research -  
Perspectives of Actors, Institutions and Systems*

**The International Association of Scientific Experts in Tourism (AIEST) is calling for contributions for its 65<sup>th</sup> Conference.**

The **theme and core stream of discussion of the conference** is

***Tourism in/ from and to emerging countries:  
Challenges and implications, under special consideration of China.***

We are calling for academic and practitioners contributions to this theme.

However, **interesting contributions NOT related to the theme of the conference** are welcomed as well and will be allocated to the stream ***AIEST's Advances in Tourism Research - Perspectives of Actors, Institutions and System.***

The **host of the conference** is Mario Barblan in collaboration with hiddenchina.net GmbH and Pullman Lijiang Resort and Spa. The conference will take place from Sunday evening, 23rd August until Thursday morning, 27<sup>th</sup> August 2015.

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# 1 Overview

## 1.1 Introductory remarks

AIEST was the first scientific organisation in tourism. Since its foundation the Association has engaged in *applied, interdisciplinary and solution-oriented research*. The membership of AIEST is not limited to academics. It is based on *the partnership between senior academic members and leading scientifically interested expert members* from tourism companies and organisations.

The annual AIEST conference primarily intends to facilitate exchange and to enhance amicable relations between its participants (members of AIEST and non-members, experienced and young career academics and practitioners). Moreover, it wants to provide a platform to discuss topical work from and with academia and practice alike in a friendly, supportive environment. So, and as a delegate of a previous conference pointed out,

*“AIEST conferences are spaces occupied by modest experts,  
helping you improve your research and/ or deal with practical challenges.”*

Overall **two streams of and for discussion** shall be set up:

- **Stream of Discussion 1** to accommodate **contributions to the conference theme** *Tourism in/ from and to emerging countries: Challenges and implications, under special consideration of China.*
- **Stream of Discussion 2**, called *AIEST's Advances in Tourism Research - Perspectives of Actors, Institutions and Systems*, to accommodate **all other contributions**.

The Conference thus targets **two major types of intervention and groups of participants**:

- **Academia**, who is invited to present state-of-the-art research in one or more of the major streams of **discussion** and who are willing to contribute from their scientific perspective to build an interdisciplinary body of knowledge.
- **Practice**, who is invited to provide latest trends, concepts and cases in the field of the streams of discussion and who may provide guidance with regard to prospective research questions.

For more details, refer to the following paragraphs.

## 1.2 Streams of discussion

As indicated earlier, there are two streams of discussion:

- **Stream of Discussion 1** to accommodate contributions to the **conference theme** *Tourism in/ from and to emerging countries: Challenges and implications, under special consideration of China.*
- **Stream of Discussion 2**, called *AIEST's Advances in Tourism Research - Perspectives of Actors, Institutions and Systems*, to accommodate all other contributions.

In **both streams of discussion**, participants from different scientific disciplines and tourism related industries are invited to contribute to the *following four major sub-streams*:

- **Actors behaviour**, consisting of contributions focusing on behavioural issues of consumers, management, politicians, etc.;
- **Institutional settings**, consisting of contributions focusing on topics such as entrepreneurship and innovation, cooperation and strategic alliances, ITC and productivity led-growth, structural change in leading tourism relevant industries, etc.;
- **Systemic perspective**, consisting of contributions focusing on topics such as the analysis of the market forces, marketing management of destinations, tourism promotion and policies, management of tourism related resources, sustainable development in tourism, regulation and governance of places, etc.
- **Other**, consisting of contributions which cannot be classified as above.

**Please be aware that all contributions to the Stream of Discussion 1 need to be scoped around issues relating to Tourism in/ from and to emerging countries in general or China in particular. No such restrictions are applied in the Stream of Discussion 2.**

### 1.3 Types of intervention

There are two types of interventions following the two different target groups:

- **Academia** is invited to submit topical research results or conceptual models providing the basis for inspiring and controversial sessions. The relevance of the contribution and the interest it raises are as important as the methodical rigour. Out-of-the-box thinking is encouraged. Important: The copyrights remain with authors at all times. This allows submissions of the most recent work in progress. All submissions will be double blind reviewed.

The **format of contributions** consists of extended abstracts with a maximum (!) length of 12,000 characters Times New Roman 12 pts. (including blanks; excl. references, figures and tables). A master copy (*AIESTContribution\_2015.doc*) for formatting can be downloaded from AIEST homepage ([www.aiest.org](http://www.aiest.org)). For each contribution, there will be 15 minutes for presentation and at least 15 minutes of discussion.

- **Practice** is invited to put forward thoughts on the challenges it faces. New ideas and concepts should be discussed in an inspiring and critical way. *Out of the mainstream thinking is explicitly welcomed.* All practitioners' submissions will be assessed by the board of AIEST.

The **format of contributions** consists of short Power Point presentations of a maximum of 10-15 charts (excluding title pages and possible references). For each contribution, there will be 10-15 minutes for presentation and 15-20 minutes of discussion.

## 1.4 Awards

Overall **3 different awards** are going to be offered at this conference. They include:

- The **EMERALD (Tourism Review) BEST CONTRIBUTION AWARD** for the overall best contribution at this conference (irrespective if this contribution stems from an academic or practitioner);
- The **PETER KELLER AWARD** for the best contribution uniting theory and practice (irrespective if this contribution stems from an academic or practitioner);
- The **AIEST PhD AWARD** for the best academic contribution of a PhD candidate at this conference;

## 1.5 Organisation of the conference

The programme of the Conference includes different formats:

- **Pre conference:** Young Researchers Workshop on Sunday (cf. to separate call);
- **Opening session:** Dialogue of AIEST with representatives of the host country on Monday morning;
- **Conference:**
  - Keynotes from academia and practice (still under way)
  - Expert and Research Council sessions
  - Academic paper sessions with a range of different papers and presentations;
  - Practitioner presentation sessions with a range of different presentations;
  - Technical excursions.

Before and after the conference, a **selection of pre- and post-conference tours** is offered.



## **2 Submission guidelines**

The submission guidelines are applicable no matter to what stream of discussion you submit.

### **2.1 Academic contributions**

The submission to the conference consists of one document consisting of a title page (1<sup>st</sup> page) and an extended abstract starting from page 2. A master copy of this document (AIESTContribution\_2015.doc) can be downloaded at aiest.org. Please make use of that master copy.

#### **2.1.1 Title page (page 1)**

The title page needs to contain the following information:

- Title of paper
- Authors and major affiliations
- Address of corresponding author
- Short abstract (maximum of 600 characters, including blanks) and 4-6 key words
- At “Type of intervention”, tick “Academia
- Stream of Discussion:

Select one from two streams of discussion by ticking the corresponding box:

- 1: Tourism in/ from and to emerging countries: Challenges and implications, under special consideration of China
- 2: AIEST’s Advances in Tourism Research - Perspectives of Actors, Institutions and Systems

- Sub-stream of discussion:

Select one from four sub-streams of discussion by ticking the corresponding box:

- Actors behaviour
- Institutional settings
- Systemic perspective
- other

### ***2.1.2 Extended Abstract (page 2 et sqq.)***

Submit an extended abstract consisting of max. (!) 12,000 characters Times New Roman 12 points (including blanks; excl. references) and single-spaced. This is equivalent of approximately three-four pages. However, you can add as many figures and tables as you wish. Please structure your paper as follows (always if applicable):

- Introduction / purpose (include some remarks with regard to originality of work)
- State-of-the-art (lit review)
- Design / methodology / methods
- Results and discussion
- Conclusions consisting of theoretical as well as practical and social implications (if applicable).

## 2.2 Practitioner contributions

The submission to the conference consists of two documents:

- Title page (a master copy *AIESTContribution\_2015.doc* is provided at [aiest.org](http://aiest.org)).  
Use only the first page of this document.
- Power-point presentation

### 2.2.1 Title page

The title page needs to contain the following information:

- Title of paper
- Authors and major affiliations
- Address of corresponding author
- Short abstract (maximum of 600 characters, including blanks) and 4-6 key words
- At “Type of intervention”, tick “Practice
- Stream of Discussion:

Select one from two streams of discussion by ticking the corresponding box:

- 1: Tourism in/ from and to emerging countries: Challenges and implications, under special consideration of China
- 2: AIEST’s Advances in Tourism Research - Perspectives of Actors, Institutions and Systems

- Sub-stream of discussion:

Select one from four sub-streams of discussion by ticking the corresponding box:

- Actors behaviour
- Institutional settings
- Systemic perspective
- other

### **2.2.2 *Presentation***

Please submit a short power point presentations consisting of 10-15 charts, excluding title pages and possible references. The presentation should contain at least the following:

- Title page and author information
- Problem/ challenge statement
- Any type of content
- Conclusions

### 3 Dates and deadlines

January 31, 2015	Submission deadline. Please use the master copy ( <i>AIESTContribution_2015.doc</i> ) provided on <a href="http://www.aiest.org">www.aiest.org</a> and submit all contributions to <a href="mailto:aiest@unisg.ch">aiest@unisg.ch</a> .  <b>Important:</b> If you are not able to keep that date, send an e-mail containing a short abstract to <a href="mailto:christian.laesser@unisg.ch">christian.laesser@unisg.ch</a> ; we then will then negotiate an extension (which normally can be granted).
February 28, 2015	Final author notification about acceptance of submission(s) and presentation at conference
July 31, 2014	Registration ends
August 23 - 27, 2015	Conference

### 4 Short information about the conference

Date:	23 <sup>rd</sup> August (Young researcher workshop during day and welcome reception) – 28 <sup>th</sup> August 2015 (breakfast)
Place:	Lijiang, Yunnan, PR China
Tentative Price (FYI):	AIEST member: 6,600 CNY (approx. 830 EUR or 1,080 USD per person, Non-member: 8,000 CNY (approx. 1,000 EUR or 1,300 USD per person)
Including:	<ul style="list-style-type: none"><li>- All conference activities, technical excursions, social events within the above time frame</li><li>- Full board incl. non-alcoholic and alcoholic drinks (wine and beer)</li><li>- Transfers from and to Lijiang Airport by shuttle bus on Sunday and Thursday</li><li>- <b>Important:</b> Accommodation is not included however will be available at a preferential rate</li></ul>

For more information about the conference, go to [aiest.org](http://aiest.org).

**Come and join this interesting and great event!**

Sincerely yours, Harald Pechlaner (President) and Christian Laesser (Secretary General)