

Call for Papers 1/ 2021:
Managing experiential co-creations in cooperative networks –
Learnings from tourism

Guest editors of special issue 1/ 2021:

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Tourism Research – pioneering in integrated research

Tourism, comprising of the totality of all phenomena and relationships associated with leaving the usual centre of one's life and staying at another destination, has records originating back in ancient times. Because of the breadth and depth this phenomenon and its complex development patterns, scholars scoped their research mostly from a research objective perspective, applying a range of different disciplines, foremost geography, economics, sociology, and management. They also adopted, very early, system approaches to deal with this research objects.

There has been an ongoing discussion about the notion that tourism was potentially even a discipline in its own right. However, tourism research lacks the properties of an independent scientific discipline like a dominant paradigm or a unique methodology. This is why there is a broad consensus that tourism today can be considered an interdisciplinary or even transdisciplinary field of research, with management research as one of the disciplinary contributors.

Tourism and Management research – research for and research at the example of tourism

Tourism research in the discipline of management and from its early days intended to support managers responsible of organizations dealing with tourists. This research has been predominantly grouped around different types of tourism related industries (which – in part – can be considered to be constituting elements of tourism in the first place), including, for instance, accommodation, transport (mainly air), special leisure-related services such as “adventure” or touristic transport services, destination management, or entertainment districts and theme as well as natural parks management. Researchers have stressed early that tourism products and production is subject to special requirements and conditions. These stem from two special properties:

- (1) Service providers are primarily suppliers for the customer to produce his/ her tourism trip (cf. to household production theory);
- (2) Consumers are always part of the production process and therefore co-create, together with the suppliers, their experiences.

These properties result in the need for tourism companies and organisations...

- (1) ... to cooperate along and – if possible - closing customer-specific service chains (e.g., hotels with ski resorts), or to embed themselves in a cluster for value creation (e.g., hotels in a city drawing from latent shopping and cultural offers);
- (2) ... to account for the special conditions for the guests who consume (rather meaning, “co-produce” or “co-create”) in an environment outside their normal sphere of life, and are therefore exposed to risks (e.g. high involvement due to the irreversibility of decisions).

They have laid the grounds for extensive research and literature as well as a plethora of scientific journals in the field scoped around tourism management research. Some domains in this field of research have even laid the foundation to advance management research in general. The following examples shall illustrate that claim:

- Research in cooperation, virtual firms, cluster and most recently business eco systems can draw from tourism as a role model. Tourism research and practice also can provide valuable indications to configure complex interorganizational service systems including logistical and informational layers. Similar systems today are required in other service contexts, from health services to construction.
- Research in complex consumer decisions can as well draw from consumer behaviour research in tourism. For instance, decision making in this domain is multi-dimensional (portfolio decision), very often in groups, influenced by reference groups, subject to risk (due to lack of familiarity with the decision object). Market research has therefore always been an important pillar of tourism research. Many new methods, such as IT based customer tracking, have been introduced first in the field of tourism.
- Because of the nature of tourism as an information and distance business, tourism has always been a first and fast mover adopting of new communication and information technologies. Examples include the early use of telegraphs right with the start of modern tours and tour operating, the early implementation of e-commerce in airline ticketing as well as the latest development of platforms like Airbnb or Uber.

Contributions to this special edition

The aim of this special issue is to open a window for tourism research whose results have the potential to be transferred to/ applicable in other areas of management research.

The editors therefore invite papers (in German or English), around the following topics (this list is not exhaustive): e.g.,

- Generally: research focusing on management of and in tourism industries/ organizations, and systems
- More specifically: research focusing on tourism as a sector, especially
 - Management of clusters/ virtual firms/ business ecosystems
 - Management of service systems/ co-creation systems
 - Consumer behaviour in complex service environments
 - Evolvement of IT implementation

A special focus shall be on the specific nature of tourism as a service.

Important dates

Expression of interest to submit paper:	31 December 2019
Submission deadline:	31 May 2020
First round of notification:	31 July 2020
Revision due date:	30 September 2020
Final manuscript due date:	31 December 2020
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Important information

About the journal: You can find information about the journal at <https://www.unternehmung.nomos.de/>

Expression of interest: Please submit your expression of interest (title of your planned paper as well as a very short description of its planned content) to christian.laesser@unisg.ch.

Author guidelines: You find the author guidelines at <https://www.unternehmung.nomos.de/>

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