



SURREY 2023

BRINGING HOSPITALITY, TOURISM, TRANSPORT, & EVENTS

BACK FOR GOOD

UNIVERSITY OF SURREY, UK

05-07 JULY 2023

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CALL FOR CONTRIBUTION

Organised by the University of Surrey's School of Hospitality and Tourism Management, the Surrey 2023 Conference will be held from **5-7 July 2023** in **Guildford, UK**. Under the theme of "**Bringing Hospitality, Tourism, Transport, and Events Back for Good**", the Surrey 2023 Conference will bring together researchers, educators, students, practitioners, and policymakers to share visions, expertise, experiences, and best practices in hospitality, tourism, transport, and events to create an action framework for building a more responsible and resilient industry.

TRACK 6. COMPETITIVENESS

Competitiveness is an important, long-standing theme of research in the visitor economy. In the post-pandemic era, how to sustain or re-gain competitiveness becomes a crucial question faced by both academic scholars and industry practitioners. We welcome contributions that both analyse and question the nature of the competitiveness of the visitor economy from a range of perspectives. The topics include but are not limited to the following areas:

- Demand analysis and forecasting
- Productivity, efficiency and performance
- Innovation, entrepreneurship, risk and uncertainty
- Economic impact of the visitor economy
- Corporate social responsibility and governance
- Employment, labour mobility and gender
- Sharing economy and destination competitiveness
- Decision making, behavioural economics and competitiveness
- Competitiveness in times of crisis
- Competitiveness and sustainability

There are two ways to contribute to this track:

1. **Oral presentation**

- Submit a 500-word abstract by **6 January 2023**
- Outcomes will be communicated to authors by 3 February 2023

2. **Poster/interactive media presentation**

- Submit a poster/dashboard/video presentation by **10 February 2023**
- Outcomes will be communicated to authors by 24 February 2023

Submission portal: easychair.org/conferences/?conf=surrey2023

At the conclusion of the conference, we aim to produce "The Surrey Good Bucket List," a list of targets and accomplishments that we set to achieve in the next 5-10 years, along with guiding principles for what constitute good for hospitality, tourism, transport, and events. To optimise the impact of the conference, the consensus will be developed into academic papers and policy briefs.

The Surrey 2023 Conference will implement a **decarbonisation** plan by covering up to 50% of carbon offset cost for all international delegates travelling to Surrey by air.

CONTACT

For more information regarding this call, please contact **Track 6. Competitiveness Chairs**:

- Prof Gang Li, Director of the Centre for Competitiveness of the Visitor Economy – g.li@surrey.ac.uk
- Dr Marion Karl, Research Theme Lead for Decision making, behaviour and destination marketing, Centre for Competitiveness of the Visitor Economy – m.karl@surrey.ac.uk