Shaping Tourism Futures®

Contest of Fresh Ideas:
Tourism systems for a sustainable future!

Since its foundation 70 years ago, the AIEST as the first scientific organisation in tourism has been shaping tourism futures. Now it's your turn! If you are 30 years and younger, tell us your visions of and innovative solutions for the future(s) of tourism and tourism related challenges by means of a text or video presentation by January 2021 – and win 1'000 CHF, get an award, and as winner, first and second runner-up present your idea live at the AIEST anniversary conference in Lucerne, Switzerland (August 29 – September 02, 2021).

This call specifies the rules and procedure of this contest.

Content of this call

1　Introduction

Since its foundation in 1951, the International Association of Scientific Experts in Tourism (AIEST) has engaged in applied, interdisciplinary and solution-oriented research and consultation. 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.

2021 AIEST celebrates its 70th anniversary
and wants to share ideas and thoughts with the next generation.

One of the world's largest economic distribution systems, tourism, faces a multitude of challenges. At the centre of these is the general question of how the future of this phenomenon can or should be shaped in a sustainable manner. Other, more specific domains of questions concern, for example, the way how people will travel in the future and how people will experience tourism services, in which way one will provide and market tourist services in the future, how customer behaviour can change or be influenced towards a more responsible behaviour, how the sustainability of tourism can be improved or how digitalisation can be harnessed (just to name a few).

In the course of its 70th anniversary and in the spirit of its claim "Shaping Tourism Futures®", AIEST invites all those born within the time range from 1990 to 2002 to describe their visions of and innovative solutions for the future(s) of tourism and tourism related challenges and issues by means of a text or video presentation.

References for potential challenges/ issues and exemplary questions are provided in chapter 8 "Proposals for thematic scopes".

2　Format of contribution

The format of your contribution can either be a text (short essay) or a video presentation. Details are described below.

2.1　Essay

Length: Essays are by means of text which shall not exceed a length of 15'000 characters (including blanks; excluding any visuals such as graphs or tables).

Format: Text with figures and tables; please use both .docx and .pdf format, with separate files for any other types of data.

Language: The preferred language is English; if your contribution is in another language, please provide a simple English transcript.

Miscellaneous: The further design of the contribution is at your discretion and non-constrained by any rules. If you wish, be free to include any ancillaries such as visuals, graphs, etc.

Content structure: To support you in ensuring the clarity of content, we recommend a structure such as the following: (1) question dealt with in the contribution (what is it about?), (2) justification of this question (why is it important?), (3) assumptions underlying the question and its discussion (which are the premises?), (4) showing possible answers and innovative solutions (how can those challenges be addressed?; (core of the contribution), (5) open questions regarding these answers and solutions (what remains to be seen?).

2.2 Video

Length: Videos shall not exceed a length of 15 minutes.

Format: Talk or any other type of (audio-) visual, including any types of ancillaries.

Language: The preferred language is English; if your contribution is in another language, please provide a simple English transcript.

Miscellaneous: The further design of the contribution is at your discretion and non-constrained by any rules.

Content structure: To support you in ensuring the clarity of content, we recommend a structure such as the following: (1) question dealt with in the contribution (what is it about?), (2) justification of this question (why is it important?), (3) assumptions underlying the question and its discussion (which are the premises?), (4) showing possible answers and innovative solutions (how can those challenges be addressed?; (core of the contribution), (5) open questions regarding these answers and solutions (what remains to be seen?).

3 Conditions for participation

The conditions for participation are as follows:

(1) **Content:** The content of the contribution has to topicalize one or multiple issues around and about the future(s) of tourism and related phenomena; for examples see chapter 8 "Proposals for thematic scopes".

(2) **Submitting entity:** Submissions have to be personal; submissions on behalf of institutions (e.g. companies, universities, etc.) cannot be accepted.

(3) **Limits to the submitting person:** The submitting persons birth date has to be within the time range from 1990 to 2002.

(4) **Limits to the number of contributions per person:** The number of submitted contributions per person (whether text, video or audio) is limited to 2 (two).

(5) **Help/ support:** The submitting person can draw from any type of help, under the condition that such assistance shall have no financial cost implications.

(6) **Copyright:** By submitting a contribution, one waives the copyrights to the AIEST. Proof of authorisation for the use of copyrighted material (such as pictures, figures, etc.) needs to be provided.

Please note: There are two major limitations with regard to content:

(1) **No political agendas:** Contributions are not the place for partisan politics, nor for extremist or inflammatory positions. Please do not advocate for parties, party platforms and political leaders in your contributions; do not insult or belittle political adversaries.

(2) **No religious and belief proselytizing:** Do not attempt to prove or persuade of the correctness of a single religion or (new age) beliefs, deity or belief system, whether through rhetoric or "scientific proof."

4 Procedure of the contest and Jury

A jury, comprised of the Committee of the AIEST, will review the contributions in a three-step procedure:

(1) **Admission stage:** Determination of eligibility of the submitting person and suitability of the content.
Result: Acceptance of contribution and move to stage 2 or rejection.

(2) **First evaluation stage:** First evaluation, in order to preselect the best 50% and the best 10 contributions; for that purpose, all submissions are classified of according to the
    a. Selection and reasoning of the challenges and question(s), under consideration as well as their bases (justification of contribution), with a weighting of 20%
    b. Novelty/ innovativeness of the response- and solution-oriented <u>content</u> of the contribution (core value), with a weighting of 50%;
    c. Quality and innovativeness of the <u>presentation</u> of content, with a weighting of 10%.
    d. Ability to inspire for future questions/ challenges, with a weighting of 20%;
Result: Classification of papers.
Selection of acknowledgement and nomination of potential winners.

(3) **Final evaluation stage:** Final evaluation of the 10 best evaluated contributions.
Result: Selection of award winners.

5 Acknowledgements and Awards

There are a number of different acknowledgements and awards.

Everyone with an accepted submission will be awarded a certificate (preliminary naming):
AIEST Contest of Fresh Ideas: Tourism systems for a sustainable future!
Certificate of Acceptance of Contribution

Everyone whose contribution is ranked among the best half of all contributions will be awarded with a certificate (preliminary naming):
AIEST Contest of Fresh Ideas: Tourism systems for a sustainable future!
Certificate of Acknowledgement of Contribution

Everyone whose contribution is ranked among the best 10 of all contributions will be awarded with a certificate (preliminary naming):
AIEST Contest of Fresh Ideas: Tourism systems for a sustainable future!
Nomination to Best Contribution

These results will be communicated internationally.

The best two contributions will be awarded with a prize of CHF 1'000 and CHF 500, and CHF 200 for the winner, 1st runner up, and 2nd runner up respectively, as well as a corresponding certificate. Specifics with regards to those awards are still in progress. All results will be communicated internationally.

6   Publication of your contributions

All accepted text contributions will be published in an open-access e-book. Accepted video and audio contributions will be made available via the AIEST content repository. All published content will be promoted internationally.

7   Timeline and deadlines

The following timeline and deadlines apply:

Schedule/ Deadline	Process
30 April 2020	1st call for contest contributions
30 June 2020	2nd call for contest contributions Submission opens
31 January 2021	Submission ends; send all submissions to: christian.laesser@unisg.ch
28 February 2021	Admission evaluation terminated; information and certificates to participants
30 April 2021	First content evaluation terminated Information and certificates (acknowledgment or nomination) to participants International communication of nominations
30 June 2021	Final evaluation terminated Information to participants (confidentiality obligation)
2021 AIEST conference (August 29 – September 02, 2021)	Presentation of nominated contributions Announcement and international communication of/ about award winners

8 Proposals for thematic scopes

Please find below a list of proposals for possible thematic scopes (exemplified by specific questions). This list, which was developed in a workshop with more than 40 AIEST members and conference participants at the 69th Conference of Ideas, is neither complete nor exhaustive. However, it shall provide you with a number of issues which – from AIEST's perspective – are worthwhile thinking about.

Nevertheless, be free and invited to define an own theme of which you think that it is important.

Domain 1: questions related to tourism service provision, that is supply:
How do we ensure the sustainable provision of resources (of any type)
for the tourism system and its service providers?

Exemplary questions for further realisation:

- Actor behaviour (analytic-predictive or normative):
  - *How can we attract people to work in the tourism industry?*
  - *How can migrants replace missing labour in tourism?*
- Institutional setting, governance, and regulation (normative):
  - *On which level should which type of tourism education be allocated?*
  - *How can we enhance knowledge sharing between tourism industry and academia?*
- Systemic perspective (analytic- predictive/ normative):
  - *Which competences do we need to train today for the jobs of tomorrow?*
  - *How can we make tourism close to home more attractive?*

Domain 2: Questions related to tourism demand:
How will humankind travel in the future and what needs to be done that travel becomes increasingly sustainable?

Exemplary questions for further realisation:

- Actor behaviour (analytic-predictive/ normative):
    - *How are tourism experiences shaped by social media?*
    - *How can we reduce stress on travel?*
    - *How can travel change people's minds and mindsets as well as behaviour?*
    - *How shall we cope with a new travelling middle class from emerging countries?*

- Institutional setting, governance, and regulation (normative):
    - *How can we make use of tourism for preservation reasons (culture, language, nature, etc.)?*
    - *How shall we cope with an aging society and aging tourists?*
    - *How can we avoid an increase in national barriers to tourism?*
    - *How can we promote peaceful tourism?*

- Systemic perspective (analytic- predictive/ normative):
    - *What is the future of space tourism?*
    - *What are the real costs of the freedom of travel?*

- Other:
    - *Do other species deserve to be a tourist (e.g., animals)*

Domain 3: Questions related to sustainability from multiple perspectives:
How can we transform tourism into a generally more sustainable phenomenon?

Exemplary questions for further realisation:

- Institutional setting, governance, and regulation (normative):
    - *How do we manage tourism sustainably after 70 years of mass tourism?*
    - *How do we make sure that P2P service provision in a small-scale economy does not end up in a mass precariousness?*

- Systemic perspective (analytic- predictive/ normative):
    - *How can tourism act as an agent of change towards a more sustainable society?*
    - *How can international collaboration contribute to the solution of local challenges?*
    - *How can we sustainably develop a productive relationship between migration and tourism?*
    - *How does climate change affect regional income distribution?*
    - *How can we make tourism sustainable without a sustainable society?*

Domain 4: Questions related to sustainability from a social perspective:
How can we transform tourism into a socially more sustainable phenomenon?

Exemplary questions for further realisation:

- Actor behaviour (analytic- predictive/ normative):
    - *How do make tourists and businesses behave more socially friendly?*
    - *How can we avoid conflict between guests and residences?*
    How can we make tourist behave in a responsible manner in the destination?

- Institutional setting, governance, and regulation (normative):
    - *How can we promote tourism which is (really) beneficial for local residents?*
    - *How can we make tourism vacation away from home accessible to everyone (social goal)?*
    - *How can we make tourism consumption and production accessible (e.g., to people with disabilities)?*

- Systemic perspective (analytic- predictive/ normative):
    -
    - *How do we fairly distribute the gains and losses from tourism among the many stakeholders?*
    - *What can we do for a peaceful coexistence of sometimes very different cultures in the destinations?*

Domain 5: Questions related to sustainability from an ecologic perspective:
How can we transform tourism into a ecologically more sustainable phenomenon?

Exemplary questions for further realisation:

- Actor behaviour (analytic-predictive/ normative):
    - *What incentives should we provide in order that individuals drive and fly less?*
    - *How do tourists and businesses behave more environmentally friendly?*
    - *What are sustainable day trips of the future?*

- Institutional setting, governance, and regulation (normative):
    - *How do we deal with pollution from transportation (car, plane)?*

- Systemic perspective (analytic- predictive/ normative):
    - *How can we reduce overtourism?*
    - *How can we reduce the negative impacts of cruising?*
    - *How can we use technology to decarbonize our economy?*

Domain 6: Questions related to digitisation:
What are the features of a sustainably designed framework for digital transformation in and of tourism?

Exemplary questions for further realisation:

- Actor behaviour (analytic-predictive/ normative):

    – *In which types of positions will human labour continue to be predominant (even when robots come along) and why?*

    – *How do we enable tourism and hospitality business to deal with big data and big data infrastructure?*

    – *How can we deal with tourists increasing privacy awareness of personal data?*

- Institutional setting, governance, and regulation (normative):

    – *Which framework do we need to create to use responsibly artificial intelligence for sustainable development (of tourism)?*

    – *What is needed to support SMEs in tourism in the process of digital transformation?*

    – *Systemic perspective (analytic- predictive/ normative):*

    – *What is the role of tourism in the fourth industrial revolution?*

    – *How do we cope with the perspective, that robots might take over human jobs?*

Please note:
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