



*Shaping Tourism Futures®*

**Call for Contributions  
(Extended abstracts)**

**70 years of AIEST**

**Jubilee Conference of Ideas**

**Lucerne, Switzerland**

**29<sup>th</sup> August (evening) –1<sup>st</sup> September 2021**

**with a Technical Excursion on 28<sup>th</sup> August 2021**

**Comprised of 3 streams of discussion:**

Stream of Discussion 1 (ongoing AIEST Central Discussion)

*Designing tourism systems for a sustainable future*

Stream of Discussion 2 (Jubilee Conference Discussion)

*Shaping tourism futures – acknowledging learnings from the past*

Stream of Discussion 3

*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 70<sup>th</sup> Conference.<sup>1</sup>**

The three themes and core streams of discussion of the conference are

- (1) Designing tourism systems for a sustainable future.*
- (2) Shaping tourism futures - acknowledging learnings from the past.*
- (3) AIEST's Advances in Tourism Research - Perspectives of Actors, Institutions and Systems.*

We are calling for academic and practitioners' contributions to these themes.

**Interesting contributions NOT related to the first two themes of the conference** are very welcomed as well and will be allocated to the stream *AIEST's Advances in Tourism Research - Perspectives of Actors, Institutions and System (Stream 3)*.

The **host of the conference** is Prof. Dr. Jürg Stettler, Head of the Institute of Tourism at the University of Applied Sciences in Lucerne.

The **location of the conference** will be at Lucerne (Switzerland), from Sunday evening 29<sup>th</sup> August 2021 until Wednesday late evening, 1<sup>st</sup> September 2020 (with departures on Thursday morning, 2<sup>nd</sup> September). During August 29, and prior to the start of the conference on Sunday evening, we shall organise a professional academic workshop (further information shall follow).

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<sup>1</sup> The "original" 70<sup>th</sup> conference 2020 in Cologne had to be cancelled due to the SARS-CoV-2 outbreak and its aftermath.

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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.”*

**AIEST in 2021 celebrates its 70<sup>th</sup> birthday!**

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

- **Stream of Discussion 1** to accommodate contribution to the **AIEST Central Discussion**  
*Designing tourism systems for a sustainable future.*
- **Stream of Discussion 2** to accommodate contributions to the **conference theme**  
*Shaping tourism futures - acknowledging learnings from the past.*
- **Stream of Discussion 3**, called *AIEST’s Advances in Tourism Research - Perspectives of Actors, Institutions and Systems*, to accommodate **all other contributions**.

The Conference 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. Submissions shall be classified according to the stage of the work, including:
  - (1) Basic conceptual ideas, seeking general feedback;
  - (2) Research design and methodology, seeking validation of logic and plan;
  - (3) Study results, seeking inputs for its discussion;
  - (4) Study results and discussion, seeking inputs for conclusions;
  - (5) Completed studies, seeking final feedbacks.
  
- **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. Submissions shall be classified according to the stage of the work, including:
  - (1) Basic conceptual ideas or projects, seeking for general feedback
  - (2) (Observed) problems or challenges, seeking an explanation
  - (3) (Explained) problems or challenges, seeking a solution
  - (4) Think tank type of session on specific topics (multilateral exchange)

For more details, refer to the following sections of this call.

## 1.2 Streams of discussion

As indicated earlier, there are three streams of discussion:

- **Stream of Discussion 1** to accommodate contribution to the **AIEST Central Discussion** *Designing tourism systems for a sustainable future.*
- **Stream of Discussion 2** to accommodate contributions to the **conference theme** *Shaping tourism futures - acknowledging learnings from the past* (and the related sub-tracks).
- **Stream of Discussion 3**, called *AIEST's Advances in Tourism Research - Perspectives of Actors, Institutions and Systems*, to accommodate **all other contributions**.

In **all streams of discussion**, we invite participants from different scientific disciplines and tourism related industries 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 that cannot be classified as above.

**Please be aware that all contributions to the Stream of Discussion 1 and 2 need to be scoped around issues relating to *the topics of those streams*. No such restrictions are applicable with the Stream of Discussion 3.**

### 1.3 Types of intervention

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

- We invite **Academia** 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). You can download a formatted master copy (*AIESTContribution\_2021.doc*) from AIEST homepage (<https://www.aiest.org/conference/aiest-conference-2021/>). For each contribution, there will be either 10 or 20 minutes for presentation and at least 10-15 minutes of discussion.

- We invite **Practice** 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 Committee of the 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 or 20 minutes for presentation and at least 10-15 minutes of discussion.

## 1.4 Awards

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

- The **AIEST 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 Preliminary program of the conference

The program of the Conference includes different formats:

- **Pre conference:** Technical excursion on Saturday 28<sup>th</sup> August and AIEST Research Seminar on Sunday 29<sup>th</sup> August (cf. to separate call) as well as a number of different professional workshops;
- **Opening session:** Dialogue of AIEST with representatives of the host country on Monday morning as well as presentation of and awarding the best submissions to the *Contest of Fresh Ideas*;
- **Conference:**
  - Keynotes from academia and practice (to be announced later this year)
  - Academic paper sessions with a range of different papers and presentations;
  - Practitioner presentation sessions with a range of different presentations;
  - At least one short technical excursion.

## 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), classification information regarding your submission (2<sup>nd</sup> page) and an extended abstract starting from page 3. A master copy of this document (AIESTContribution\_2021.doc) is available at <https://www.aiest.org/conference/aiest-conference-2021/>. 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

#### 2.1.2 Classification page (page 2)

- At “Type of intervention”, tick “Academia
- Stream of Discussion:

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

- 1: Designing tourism systems for a sustainable future.
- 2: Shaping tourism futures - acknowledging learnings from the past.
- 3: 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

- Classification of the stage of progress of your work:

Select from five possible stages of your work by ticking the corresponding box:

- Basic conceptual ideas, seeking general feedback;
- Research design and methodology, seeking validation of logic and plan;
- Study results, seeking inputs for its discussion;
- Study results and discussion, seeking inputs for conclusions;
- Completed studies, seeking final feedbacks.

### ***2.1.3 Extended Abstract (page 3 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 to 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\_2021.doc* is provided at <https://www.aiest.org/conference/aiest-conference-2021/>).  
Use only pages 1 and 2 of this document.
- Power-point presentation

### 2.2.1 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

### 2.2.2 Classification page (page 2)

- At “Type of intervention”, tick “Practice
- Stream of Discussion:  
Select one from two streams of discussion by ticking the corresponding box:
  - 1: Designing tourism systems for a sustainable future.
  - 2: Shaping tourism futures - acknowledging learnings from the past.
  - 3: 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
- Classification of the stage of progress of your work:  
Select from five possible stages of your work by ticking the corresponding box:
  - Basic conceptual ideas or projects, seeking for general feedback
  - (Observed) problems or challenges, seeking an explanation

- (Explained) problems or challenges, seeking a solution
- Think tank type of session on specific topics (multilateral exchange)

### ***2.2.3 Presentation (from page 3)***

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

February 28, 2021	<p>Submission deadline. Please use the master copy (<i>AIESTContribution_2021.doc</i>) provided on <a href="https://www.aiest.org/conference/aiest-conference-2021/">https://www.aiest.org/conference/aiest-conference-2021/</a> and submit all contributions to <a href="mailto:info@aiest.org">info@aiest.org</a></p> <p><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 will then negotiate an extension (which normally can be granted).</p>
March 31, 2021	Final author notification about acceptance of submission(s) and presentation at conference
May 31, 2021	Early bird registration ends
August 08, 2021	Registration ends; onsite registration available
August 28, 2021	Technical Excursion
August 29, 2021	Conference begins

### 4 Program structure (preliminary)

Please find below a preliminary program (structure).

Day	Morning	Afternoon	Evening
<b>SAT, August 28</b>	Technical excursion		
<b>SUN, August 29</b>	Professional workshops		Welcome Reception
<b>MON, August 30</b>	<p>Official opening ceremony</p> <p>Presentation of and awarding the best contributions to <i>Contest of Fresh Ideas: Tourism systems for a sustainable future!</i></p>	Oral presentation sessions	<p>AIEST AGM</p> <p>Members</p> <p><i>Memory Lane</i> Dinner</p>
<b>TUE, August 31</b>	Oral presentation sessions	Oral presentation sessions	Short local technical excursion and dinner
<b>WED, September 01</b>	Oral presentation sessions	Oral presentation sessions	Gala dinner with Best Papers Awards
<b>THU, September 02</b>	Departure of delegates; Follow up programs (to be announced)		

## 5 Conference fees

Please find below information about the conference fees.

	Full registration		Daily registration	
	Early bird (till 31 <sup>st</sup> May 2021)	Regular (01 <sup>st</sup> June 2021 – 09 <sup>th</sup> August 2021)	Early bird (till 31 <sup>st</sup> May 2021)	Regular (01 <sup>st</sup> June 2021 – 09 <sup>th</sup> August 2021)
<b>Aiest members</b>	600 EUR	700 EUR	-	-
<b>Aiest non-members</b>	800 EUR	900 EUR	300 EUR	350 EUR
<b>Fees include</b>	<ul style="list-style-type: none"> <li>- Conference pack – entrance to all working sessions during the whole period of the conference</li> <li>- Conference materials</li> <li>- Technical Excursion on Saturday 28<sup>th</sup> August 2021</li> <li>- Welcome Reception on Sunday</li> <li>- Coffee breaks from Monday to Wednesday</li> <li>- Lunches from Monday to Wednesday</li> <li>- Dinners from Tuesday to Wednesday (for Aiest members also Monday)</li> <li>- Technical excursion on 31<sup>th</sup> August 2021 including transportation, activities, and F&amp;B</li> </ul>		<ul style="list-style-type: none"> <li>- Daily conference pack – entrance to the working session on the particular day</li> <li>- Conference materials</li> <li>- Coffee break(s) on the particular day</li> <li>- Lunch on the particular day</li> </ul>	
<b>Fees <u>do not</u> include</b>	<ul style="list-style-type: none"> <li>- Accommodation</li> <li>- Any other food and beverages</li> <li>- Airport transfers and any other transportation costs, apart the explicitly mentioned</li> <li>- Any personal expenses</li> </ul>		<ul style="list-style-type: none"> <li>- Dinner, even though it is on the same day selected</li> <li>- Technical excursion, even though it is on the same day selected</li> <li>- Accommodation</li> <li>- Any other food and beverages, apart from the explicitly mentioned</li> <li>- Airport transfers and any other transportation costs, apart from the explicitly mentioned</li> <li>- Any personal expenses</li> <li>- Please note: Daily registration does not allow for holding an oral presentation of your own work.</li> </ul>	
<b>Additional options for daily registered delegates,</b>	-		<ul style="list-style-type: none"> <li>- Technical Excursion on Saturday 150 EUR</li> </ul>	

**accompanying persons  
and spouses**

- Reception on Sunday:  
35 EUR per person
- Dinner on Tuesday:  
50 EUR per person
- Technical excursion on Tuesday:  
100 EUR per person
- Dinner on Wednesday:  
50 EUR per person