



Call for Papers

Competitiveness, Innovation and Markets: The Multifaceted Tourists´ Role

Consumer Behavior in Tourism Symposium 2013 (CBTS 2013)

December 4-7, 2013

Bruneck/Brunico, South Tyrol, Italy

The sixth annual Consumer Behavior in Tourism Symposium - CBTS 2013 - will take place from December 4th to December 7th in Bruneck-Brunico, Italy, under the theme *“Competitiveness, Innovation and Markets: The Multifaceted Tourists´ Roles”*. CBTS 2013 will provide an opportunity for researchers and practitioners from all over the world to exchange scientific ideas and results and discuss new and emerging directions in research and practice in the field.

Theoretical or applied research contributions in the form of structured abstracts (for either oral or poster presentation) are welcome.

CBTS 2013 offers:

- 1) highly renowned international keynote speakers:
 - a. **Larry Dwyer** *Who is the 'ideal' tourist, and who cares?*
 - b. **Anne-Mette Hjalager** *How customers contribute to tourism innovation*
- 2) workshops on research methods
 - a. **Alan Bryman** *Mixed methods research: how to combine quantitative and qualitative research*
 - b. **Michael Bosnjak** *Collecting representative primary data for tourism*
 - c. **Daniele Dalli** *Italian scholars in tourism research: progresses, challenges and collaborations*
- 3) a best paper award offered by the International Journal of Contemporary Hospitality Management (chair of the selection committee **Fevzi Okumus**, Editor-in-Chief)
- 4) special session dedicated to PhD students mentored by **Chris Cooper**,
- 5) meetings with the editors of peer-reviewed journals,
- 6) journal coverage for selected papers (Current Issues in Tourism)
- 7) high quality scientific sessions with internationally peer-reviewed paper presentations,
- 8) a unique South Tyrolean experience.

All abstracts will be subject to a double blind peer review process. Selected academic contributions addressing one or more of the sub-themes of the symposium will be presented during parallel sessions. *Authors of contributions of the highest academic and scientific quality will be invited to submit full papers to be published in the journal Current Issues in Tourism and will be evaluated for the Best Paper Award offered by the International Journal of Contemporary Hospitality Management.*

➤ Important Dates

Abstract submission deadline:	September 15 th , 2013
Acceptance notification:	October 10 th , 2013
Registration deadline (early birds):	October 31 st , 2013

➤ Conference sub-themes

The scope of CBTS2013 encompasses:

- a. ***The Multifaceted Tourists' Roles in Tourism and Hospitality***: theoretical, methodological and practical developments in competitiveness, innovation and market research
- b. ***Competitiveness in Tourism and Hospitality***: theoretical, methodological and practical developments
- c. ***Innovation in Tourism and Hospitality***: theoretical, methodological and practical developments

Papers addressing one of the "CBTS Classics" will also be highly welcomed:

- i. Tourism and Quality of Life Research: Theories, Practices, Applications, and Challenges
- ii. Future Tourism Demand: Demographic, Behavioral and Social Changes. Challenges for marketers and economists
- iii. The changing face of tourism: Emerging issues for consumer behavior research and practice
- iv. Ensuring validity in tourism consumer behavior studies and in hospitality research: Issues of measurement and methodology

➤ Scientific committee

The CBTS 2013 program committee consists of the following researchers:

Serena Volo and Oswin Maurer (Co-Chairs of CBTS2013)

TOMTE, Free University of Bozen-Bolzano, Italy

Thomas Bausch, Munich University of Applied Sciences, Munich, Germany

Michael Bosnjak, TOMTE, Free University of Bozen-Bolzano, Italy

Juan Gabriel Brida, TOMTE, Free University of Bozen-Bolzano, Italy

Alan Bryman, School of Management, University of Leicester, United Kingdom

Evangelos Christou, Alexander Technological Institute of Thessaloniki, Greece

Chris Cooper, Oxford Brookes University, United Kingdom

Giovanni Battista Dagnino, School of Economics, University of Catania, Italy

Daniele Dalli, Dipartimento di Economia e Management, University of Pisa, Italy

Frederic Dimanche, Center for Tourism Management, SKEMA, Sophia-Antipolis, France

Larry Dwyer, Australian School of Business, University of New South Wales, Australia

Paolo Figini, University of Bologna, Italy

Galia Fuchs, Ben-Gurion University of the Negev, Israel

Olivier Gergaud, Bordeaux Management School, France

Anne-Mette Hjalager, Danish Centre for Rural Research, University of Southern Denmark, Denmark

Perry Hobson, Division of Tourism, Hospitality & Culinary Arts, Taylor's University, Malaysia

Juan Carlos Martín, University Las Palmas de Gran Canaria, Spain

Alvaro Matias, Universidade Lusíada de Lisboa, Lisboa, Portugal

Fevzi Okumus, Rosen School of Hospitality Management, University of Central Florida, USA

Linda Osti, TOMTE, Free University of Bozen-Bolzano, Italy

Teresio Poggio, TOMTE, Free University of Bozen-Bolzano, Italy

Andrea Saayman, North-West University, Potchefstroom, South Africa

Marianna Sigala, University of the Aegean, Chios, Greece

Guenter Schamel, TOMTE, Free University of Bozen-Bolzano, Italy

Regina Schlüter, Universidad Nacional de Quilmes y CIET, Buenos Aires, Argentina

Stefan Franz Schubert, TOMTE, Free University of Bozen-Bolzano, Italy

Raffaele Scuderi, TOMTE, Free University of Bozen-Bolzano, Italy

Joseph Sirgy, Virginia Polytechnic Institute & State University, Blacksburg, Virginia, USA

Oksana Tokarchuk, TOMTE, Free University of Bozen-Bolzano, Italy

Renata Tomljenovic, Institute for Tourism, Zagreb, Croatia

Stephen Wanhill, University of Limerick, Ireland

➤ Contact

For further information regarding CBTS2013 please contact the Manager of CBTS2013 Secretariat Mrs. Lisa Leoni at Lisa.Leoni@unibz.it or the Chairs of CBTS2013 Serena Volo and Oswin Maurer at Serena.Volo@unibz.it or cbts2013@unibz.it

Organized by the
Competence Centre in Tourism Management and Tourism Economics (TOMTE)Free University of Bozen-Bolzano at
Bruneck/Brunico ITALY