

CALL FOR PAPERS



9th Biennial Conference

ITSA 2022 Gran Canaria



**Corporate entrepreneurship and Global Tourism
strategies after Covid-19**

From 25th to 29th July 2022, GRAN CANARIA ISLAND / SPAIN

We are delighted to announce that the **9th International Tourism Studies Association (ITSA) Biennial Conference will be hosted by the University of Las Palmas de Gran Canaria in Gran Canaria island (Spain), from 25th - 29th of July, 2022.** This conference will co-inside with the V Spring Symposium in Tourism Development (Gran Canaria SSTD 2022) an International Conference organised by Tides, The Institute of Tourism and Sustainable economic development.

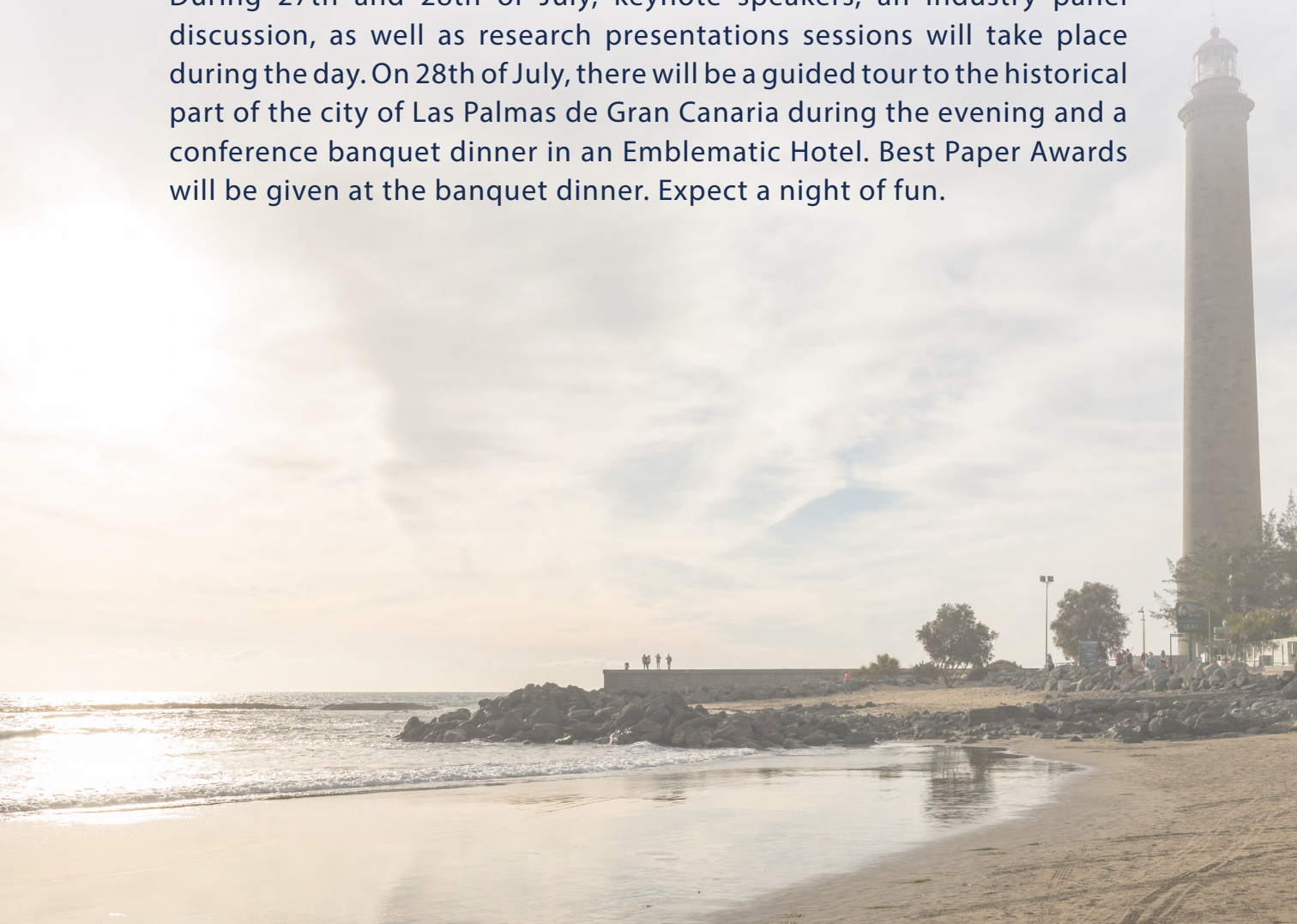
This is the first time that an ITSA biennial conference will be held in Spain. The 9th ITSA Conference will be held in a world-class facility -The Expomeloneras International Conference Centre. Delegates can expect true Spanish hospitality! Our distinguished keynote speakers include Alastair Morrison from Greenwich University in the UK, Sangwon Park from Kyung Hee University in South Korea, Xinran Lehto from Purdue University in the US, and Dennis Garand from the University of Laval in Quebec, Canada.



Conference venue

The Conference registration will take place on Monday 25th of July in The ExpoMeloneras International conference centre. The opening ceremony will be held on the 26th of July with keynote speaker sessions and with the participation of local group of musicians during the morning. Parallel sessions of paper presentation will take place thereafter. After the day's presentations, the delegates will take a walking tour. Expect to enjoy the famous Ocean Avenue in Meloneras: an area surrounded by a fascinating landscape of ravines and protected areas like the golden-sand beach of Maspalomas.

During 27th and 28th of July, keynote speakers, an industry panel discussion, as well as research presentations sessions will take place during the day. On 28th of July, there will be a guided tour to the historical part of the city of Las Palmas de Gran Canaria during the evening and a conference banquet dinner in an Emblematic Hotel. Best Paper Awards will be given at the banquet dinner. Expect a night of fun.



On Friday the 29th of July, we will have our **Research Hackathon Day!!** This event intends to bring people together and support tourism researchers to form partnerships with the aim to develop and pitch for a paper publication on Tourism Journals. Two Best Research Idea Awards will be given to two teams with the most innovative research ideas: The Cornell Hospitality Quarterly (CHQ) Best Research Idea Award; The International Journal of Tourism Cities (IJTC) Most Creative Research Idea Award.

Conference fees include lunch meals in the Baobab Hotel on the 26th, 27th and 28th of July, the guided tour to the city center and the closing conference dinner in an Emblematic Hotel in the city center. After the conference, different optional visits will be suggested for the weekend.

To learn more about Canary Islands, please visit:
www.grancanaria.com



Conference Keynote Speakers:



Alastair Morrison
Greenwich University in UK

Alastair M. Morrison, Ph.D. is a Research Professor at the University of Greenwich in London, UK and a Distinguished Professor Emeritus at Purdue University, USA specializing in the area of tourism and hospitality management and marketing. Prof. Morrison is one of the original founders of the International Tourism Studies Association (ITSA) and has served as its President for four years. He has published 300 academic articles and conference proceedings. He is the author of six books, *World Tourism Cities* (Routledge, 2022); *Marketing and Managing Tourism Destinations*, 2nd edition (Routledge, 2019); *The Tourism System*, 8th edition, (Kendall/Hunt Publishing Company, 2018); *Global Marketing of China Tourism* (China Architectural & Building Press, 2012); *Hospitality and Travel Marketing*, 4th edition (Delmar Publishers, Inc., 2010); and *Tourism: Bridges across Continents* (McGraw-Hill Australia, 1998). He is the Co-Editor-in-Chief of the *International Journal of Tourism Cities*.

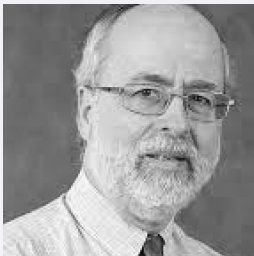
In addition to having lived and worked in five different countries, Professor Morrison has had a wide variety of experience in the global tourism industry. Most recently he has conducted training programs and provided marketing and development advice for Australia, Bahrain, Cabo Verde, Cambodia, China, Ghana, Greece, Honduras, Hong Kong, India, Indonesia, Italy, Jamaica, Macau, Malaysia, Mexico, Mongolia, New Zealand, Palestine, Philippines, Poland, Portugal, Qatar, Russia, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, Sri Lanka, Thailand, Trinidad & Tobago, and Vietnam.

Prof. Morrison received several teaching awards and honors at Purdue University. He is a Founding Member of the Purdue University Teaching Academy and his name has been entered in Purdue's Book of Great Teachers. His College chose him twice as its nominee for The Purdue University Outstanding Undergraduate Teaching Award. He was selected as one of the winners of Purdue University's Charles B. Murphy Award for Outstanding Undergraduate Teaching, Purdue University's most prestigious award for undergraduate teaching.



Sangwon Park
Kyung Hee University in Korea

Professor Sangwon Park is a Professor in the College of Hotel and Tourism Management at Kyung Hee University, Republic of Korea and Visiting Professor at the School of Hotel and Tourism Management at the The Hong Kong Polytechnic University. Professor Park has taught at the University of Surrey in the UK from 2011 to 2017, and has served as Deputy Head of Hospitality Management. Professor Park has awarded PhD Degree from the Temple University, USA (Business Administration) and received Master Degree in Hotel & Restaurant Management with Statistics minor from the University of Missouri - Columbia, USA. His primary research interests include information technology in tourism and hospitality, tourism big data/AI, and digital marketing. Professor Park currently serves as Managing Editor of Tourism Management, Associate Editor of Annals of Tourism Research and Editorial Board Member of Journal of Travel Research.



Dennis Garand
University of Laval in Quebec, Canada

Denis J. Garand is an associate professor in the University of Laval in Quebec (Canada). His fields of interest and research are: Innovation and Technology in SMEs, Entrepreneurship, Human Resources Management in SMEs, SME Needs and Strategies and Management Effectiveness. His teaching areas are focused in Entrepreneurship, business creation and SME management. He has developed several publications related to these research topics.



Xinran Lehto
Purdue University in USA

Professor Xinran Lehto is a professor of Hospitality and Tourism Management at Purdue University. She is an associate editor of Journal of Hospitality and Tourism Research and serves on the editorial board of Tourism Management and six other international academic journals. Professor Lehto is also the president of International Tourism Studies Association (ITSA). In that capacity, she promotes the mission of bridging the gaps between developed and developing economies, and between experienced and inexperienced scholar via the use of tourism research, education, and practice.

Dr. Lehto's expertise area is destination experience design, management, and marketing. Her research addresses how destinations can effectively plan and market experience-based vacation products to various traveler segments. Dr. Lehto is a prolific scholar. She has published more than 140 academic research papers, with numerous in leading journals such as Annals of Tourism Research, Tourism Management, Journal of Travel Research, and International Journal of Hospitality Management.

Dr. Lehto was an assistant professor at Colorado State University before joining the Purdue faculty. Prior to her academic appointments, she was a practitioner in the travel and tourism industry. She worked as a marketing and planning executive for Chan Brothers Travel (Singapore) and as a marketing officer for China National Tourism Administration. Dr. Lehto believes that the wellbeing of travelers and communities is the starting point for all tourism marketing and planning strategies. She considers wellness-centered tourism design.

Important dates and deadlines

- | | |
|---|---|
| 1st December 2021 | Abstracts (500 words) deadline |
| 1st February 2022 | Extended Abstract (up to 1.500 words) deadline
for publishing in the conference proceedings book |
| 1st March 2022 | Decision Notification |
| <div>Note: all the accepted abstract papers can be presented at the conference.</div> | |
| 1st May 2022 | Full papers (4,000-6,000 words)
Optional to be considered for Best Paper Award |
| 15th March 2022 | Deadline for early registration |



Conference topics

The conference organizers are calling for extended abstracts, case studies, session proposals, poster presentations and oral presentations that are aligned with the core conference theme: **“Corporate entrepreneurship and Global Tourism strategies after Covid-19”**.

Topics to be covered at the conference include, but are not limited to, the following areas:

Tourism and Sustainable Economic Development

Consumer behaviour in Tourism and hospitality

Economic Perspectives on Tourism and Transport

Corporate Entrepreneurship in Tourism Businesses

Tourism Policy, Planning and Governance

Tourism Cities and Urban Tourism

Teaching and Learning in Tourism and Hospitality

The Future of Tourism and Hospitality in the Artificial Intelligence (AI) Era

Tourism and Hospitality Trends and Related Themes

Innovative Tourism Destination Cases



Instituto
Universitario de
Turismo y
Desarrollo
Económico
Sostenible

