



14th Annual DGT Conference

Call for Papers

"Hype, Trend or Development in Tourism and
Leisure - A Question of Perspective"

Organized by:



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The 14th Annual DGT Conference

This year the annual German Society of Tourism Research (DGT) conference will, for the first time, be held in Switzerland. The conference will be hosted by the Institute for Tourism and Leisure Research at the University of Applied Sciences HTW Chur – one of the leading Swiss institutes in education, advanced training and research in tourism. The topic for the annual conference 2010 is "Hype, Trend or Development in Tourism and Leisure - A Question of Perspective".

The conference commences on November 26, 2010 at 9:00 and ends on November 27, 2010 at 17:00. A research colloquium for master and doctorate students will take place in the afternoon of November 25, 2010, one day before the start of the conference. The colloquium will be followed by a social event in the evening. A detailed schedule will be sent out separately a few weeks before the commencement of the conference.

We look forward to welcoming you to Chur!

Conference Topic

The tourism and leisure industry is under increasing competitive pressure due to ongoing fast-paced development. This can be traced back to several factors such as globalization, modern technology as well as the wide variety of substitute offers for traditional tourism products and destinations. Of further importance is the development of needs and demands within the industry. Today's consumer is better informed, adapts quickly, picks up trends and styles and easily switches between suppliers. The life cycles of products and services, styles and trends as well as tourist destinations and attractions are, as a result, reduced and in turn guests are becoming more fast-paced and more complex.

To what extent do organizations, destinations or customers react to these changes? Which conditions and requirements are necessary for innovation and adaptation? How can competition be determined within aspects like e.g. profitability or sustainability? These are some of the questions posed in tourism science and industry. The willingness to cooperate, network, organize brands, know the customers' needs and their perceived values, as well as the ability to activate change management and innovation are important elements to achieve a relevant position in the highly competitive tourism and leisure market. This can be applied to products, services, organizations and destinations as well as countries, regions and towns.

Thus, the 14th Annual DGT Conference focuses on the future development of products and services, organizations and destinations as well as customers' needs in the field of tourism and leisure influenced by curtailed innovation cycles. Hence the following issues will be further discussed; new approaches to scientific and analytical methods, results and impacts of short-term trends, professionalized product management and innovation in the industry.

The conference is organized into the following three main tracks:

Product innovation and management

- How can trends be transformed to innovations?
- How do product life cycles change?
- What importance does technology have in tourism and leisure?
- What do future innovation processes look like?
- How are sustainable products characterized?
- Which instruments and methods can be applied by product managers in tourism and leisure?

Customer management

- What do customer needs in tourism look like in the 21st century?
- Which trends are emerging in tourism and leisure?
- What criteria are used to segment the market today? To what extent are previous segmentation criteria correct?
- What does customer loyalty look like in the future?
- Web 2.0, Social Networks and Augmented Reality, etc. – Where are we going?
- What kind of influence does technology have on customer behavior?
- Which instruments and methods can be applied by customer management in tourism and leisure?

Corporate development and management

- Which changes and challenges do organizations and destinations face?
- How elastic are organizations and management structures today? How elastic do they have to be for the future?
- How do organization and destination life cycles change?
- Which destination organizations and governance models will be implemented given the developing conditions?
- What lies behind social corporate responsibility in tourism and leisure?
- Which instruments and methods can be applied by tourism suppliers to accomplish the challenges?

Scientific committee

The scientific committee is composed of the following members from the Institute for Tourism and Leisure Research at the University of Applied Sciences HTW Chur:

- Prof Dr Philipp Boksberger
- Prof Dr Markus Schuckert
- Prof Ulrike Kuhnhen
- Dr Andreas Deuber
- Dr Tobias Luthe
- Dr Daniel Romer

Guidelines for the submission of Extended Abstracts and Full Papers

Extended abstracts should be 500 to 1000 words. Contributions from science as well as industry within the following categories are welcome:

- Research Papers
- Case Studies
- Applied industry and sector papers
- Master and doctoral student papers

The deadline for submitting extended abstracts is **April 30, 2010**. There will be a neutral selection process (double-blind review). The result of this process will be communicated no later than **June 30, 2010**. The deadline for submitting full papers is **October 31, 2010**. Please use the corresponding template on www.itf.ch/dgt2010 for your extended abstract and full paper. All formatting standards must be applied and the articles may be written in German or in English. Accepted papers will be published in a conference book and a special edition of an international journal. If a paper is written by more than one author, please select an author who is responsible for the correspondence (corresponding author). The extended abstract has to be sent to itf@htwchur.ch.

More information on the 14th Annual DGT Conference in Chur in 2010 can be accessed via the website www.itf.ch/dgt2010. For further questions, please contact Ms. Renya Heinrich, +41 81 286 3987 or itf@htwchur.ch.