

## **CALL FOR PAPERS**

### **27th EuroCHRIE Annual Conference**

**[www.eurochrie2009.fi](http://www.eurochrie2009.fi)**

**Helsinki, Finland**  
**22nd – 24th October 2009**

The Conference organizers and the International Scientific Committee (ISC) chaired by Dr. Mário Passos Ascensão are now inviting abstracts of papers for presentation. To register your interest in presenting at this international conference, please submit abstract (500 words) of your paper for review.

The theme of the conference is **“From Services to Experiences** in Tourism and the Hospitality Industry and Education”.

The Conference Organisers seek to offer multi-track presentation opportunities that will involve: full papers (20 minutes), short papers (10 minutes), and posters.

#### **PAPER TOPICS**

Experiences have always been at the core of tourism and hospitality. Nowadays, however, Experiences are seen as the way to remain competitive in markets where global competition and technology have turned products and services into commodities. There is a growing research interest in understanding the individual consumer's Experience, as well as management approaches of Experiences.

This conference aims to explore the understanding of the many different facets of Experiences in tourism and hospitality business and education.

Abstracts (from academics and industry professionals) on the following topics are encouraged but other submissions will be given full consideration:

- Theoretical Developments in Experience Research
- Consumer Experiences
- Experience Management
- Experience Marketing
- Experience Branding
- Experience Design
- Experience Operations Management
- Experience-Based Entrepreneurship
- Experience Economy
- Culture and Heritage's Role in Experiences
- Sustainability in Experiences
- Web 2.0 and Experiences
- Innovation in Experiences

- ICT and Experiences
- HR Management in Experiences
- Leadership in Experiences
- Experiential Education
- MICE and Experiences
- Revenue Management of Experiences
- Communication in Experiences
- Commodification of Experiences
- Safety and Security in Experiences
- Trends in Experiences
- Global Issues in Experiences

The abstracts should illustrate innovative thinking and practice in Experience areas such as:

- Hospitality and Catering Businesses
- Tourism and Leisure Businesses
- Tourism and Hospitality Education and Training

#### **KEY DATES:**

Abstract Submission: **6th March 2009**  
Notification of Outcome: **3rd April 2009**  
Submission of Full Papers: **8th May 2009**  
Final Papers: **26th June 2009**

For the first time, in 2009, papers can be **submitted in Russian\*** as well as **English**.

#### **SUBMISSION OF ABSTRACTS**

Submitted abstracts should be relevant to the overall conference theme and at least one of the conference topics. They should be written in English (except those submitted for the Russian track), and submitted by the due dates.

All contributions must be original, previously unpublished work, follow academic writing standards, structure and methodology – APA style.

The abstract should include Title, Name(s) of author(s), Affiliations, Postal and E-mail addresses. Abstracts must have a minimum of 500 words, be typed using Times New Roman, 12-point font, double spacing with justified alignment. Abstracts should be submitted only via e-mail (as MS-Word attachment) to: [eurochrie@haaga-helia.fi](mailto:eurochrie@haaga-helia.fi)

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\* Papers submitted in Russian must be presented in English

Applicants are asked to indicate the appropriate conference topic for each abstract and inform whether they are targeting a:

- Full paper with a 20 minute presentation,
- Working paper with an 10 minute presentation or
- Poster format presentation.

Responsibility for accuracy rests with the author.

## REFeree PROCESS

Submissions will be **blind-reviewed** by at least **two reviewers**.

Acceptance of an abstract does not automatically lead to acceptance of the relevant final paper.

Following the acceptance of the abstract, the author(s) will be provided with specific guidelines for the submission of a full paper, and then all full papers submitted will be refereed once more by at least two anonymous reviewers who will decide if the final paper will be accepted or not.

Abstracts are required for all papers and posters.

Multiple abstracts are welcome.

## CRITERIA FOR ACCEPTANCE

Submissions are judged on three criteria for acceptance at the 2009 EuroCHRIE Conference.

1. Overall quality (review of existent body of knowledge, design of the study, results, etc.);
2. Significance of the contribution to the discipline; and
3. Interest to members and delegates.

## BEST PAPER DESIGNATION

Papers judged to have outstanding merit by the Refereed Paper Committee will receive a Best Paper designation in the conference programme and will be recognized at a general session for all attendees.

## CONFERENCE PROCEEDINGS AND PUBLICATION OPPORTUNITIES

All accepted papers have the possibility to be included in the official conference proceedings. The proceedings will be published in printed and/or electronic form and will be available for distribution during the conference. Each registered conference delegate will receive one free copy of the conference proceedings.

Authors of selected conference papers may have the opportunity to publish their work in international scientific journals.

## **CIRCULATION**

**Please circulate this call for papers to any interested colleagues or associations.**

We look forward to welcoming you to Helsinki and to the 27th EuroCHRIE Annual Conference, October 22nd - 24th 2009.

For further information, contact Dr. Mário Passos Ascensão at [mariopassos.ascencao@haaga-helia.fi](mailto:mariopassos.ascencao@haaga-helia.fi)