

Psychological, Marketing, Socio-Economic, and Sociological Drivers of Cultural Experiences in Leisure and Tourism

6th CPTHL Symposium, International Academy of Culture, Tourism, and Hospitality Research

Call for Papers

On June 1 – 3, 2009 the 6th CPTHL Symposium will bring together tourism, hospitality, and leisure researchers from around the world to report on research, share ideas, and advance consumer psychology and consumer behavior theory in this important economic and social discipline.

The organizers request research papers promoting theory and applying innovative methods of behavioral sciences and economics to the study of cultural experience. The aim is improving explanation, prediction, and policy makers' intervention by evidence. Therefore, authors are not expected to merely describe the strategies pursued by the providers of cultural services. Rather, organizers encourage researchers to question current practices and to explore topics to ultimately raise service level quality and customer satisfaction. The organizers also seek papers on research focusing on the efficacy of consumer learning and pedagogy relating to tourism and leisure.

Sample research questions include issues like the following:

- Is contemporary tourism research fully aware of the intersection of tourism and culture: from world-heritage tourism and historical events to fancy designer hotels or religious gatherings?
- What drives consumers to embark, in exchange for watching a multitude of TV channels, on whatever means of transport to get to strange and distant places to see, sense, experience, learn, remember?
- Which stakeholders pursue which objectives?
- By what means, management efforts, and public policies are objectives achievable? To which degree are they fulfilled? Who takes care of the external effects?
- Are there principles for a sustainable symbiosis and how are they applied?
- Are cities exposed to different mechanisms of reconciliation between rivaling policy aims compared to rural regions?
- How do interactive web technologies (Web 2.0 applications) impact on the perceived authenticity of a cultural offer and how do they affect the consumer's experience?
- Do user-generated content and virtual environments (e.g. Second Life) appeal to tourists and enrich their online experience?
- Do these virtual forms of tourism, leisure experiences, or edutainment replace or complement traditional offerings?

Scientific Committee

- Josef A. Mazanec, Co-Chair, University of Economics and Business Administration, Vienna, Austria
- Andreas H. Zins, Co-Chair, MODUL University Vienna, Austria
- Arch Woodside, Founding Chair, Carroll School of Management, Boston College, USA
- John C. Crotts, School of Business & Economics; College of Charleston, USA
- Geoffrey Crouch, School of Business, La Trobe University, Melbourne, Australia
- Daniel Fesenmaier, School of Tourism and Hospitality Management, Temple University, USA
- Gayle Jennings, Griffith Business School, Griffith University, Australia
- Yvette Reisinger, School of Tourism and Hospitality Management, Temple University, USA
- Nicholas van der Walt, DAE University, United Arab Emirates
- Bihu (Tiger) Wu, Center for Recreation and Tourism Research, Peking University

Paper submission and publication opportunities

Deadline: the organizing committee requests that you send your submission by **31 December 2008**. Only full papers (20 pages of text maximum with up to 10 additional pages of reference pages, exhibits, tables, figures, and appendices) are considered for review. Please double-space your submission using 12-point Times New Roman and submit in WORD. More details on style requirements can be found on the conference website (<http://cpthl2009.modul.ac.at>) or at the Emerald website of the IJCTHR at http://info.emeraldinsight.com/products/journals/author_guidelines.htm?id=ijcthr.

Notification of acceptance will be sent out by **28 February 2009**.

The deadline to receive the full paper is **31 March 2009**. Please send your submission to the online review and submission website of this conference at:

<http://cpthl2009.modul.ac.at/>

Conference participants will receive abstract proceedings in print together with a CD-ROM with full paper versions of the accepted papers.

Registration will be administered online through the conference website <http://cpthl2009.modul.ac.at> with MODUL University Vienna being the beneficiary of all payments. Membership fees are collected on behalf of the International Academy of Culture, Tourism and Hospitality Research, Charleston, SC, USA.

For updated information on this symposium please visit <http://cpthl2009.modul.ac.at>