



EUROPE | Travel and Tourism
CHAPTER | Research Association

TTRA 2011 European Chapter Conference
April 11-13, 2011, Archamps (near Geneva), France
“Creativity and innovation in tourism”

Call for Papers

Objectives of the conference

The service industry has evolved over the years to become the major industry of the 21st century and a highly professionalized sector as well. An increased comprehension of consumers' expectations, a better understanding of the construction of tourism service quality and value, the latest progress on experiential consumption have all contributed to a clearer vision of the complexity of the service experience. Both practitioners and academics have devoted much time and effort in understanding those aspects and have produced models, concepts and systems that have contributed to a tremendous increase in services' creativity. In order to adapt to consumers expectations and because of a highly competitive environment, the service industry has had to innovate and identify unique selling propositions in order to remain competitive. The TTRA 2011 conference will aim to address those issues and welcomes contributions in the following areas.

Submissions of presentations, papers and posters are invited relating, but not exclusively, to the following themes:

- The concepts of creativity and innovation in tourism
- New approaches to service and product quality
- Innovative new product development and delivery
- The role of technology in service delivery

- Innovative approaches to distribution
- Experiential marketing
- The creative industries and tourism services
- Creative destination marketing strategies
- The role of design in tourism
- Innovative approaches to ethical tourism
- Case studies of creative and innovative tourism products
- New measurement and research methods
- The role of DMOS in encouraging and developing innovation
- Links between tourism and other industries

There will also be a workshop within the conference on the theme of Gastronomic Tourism, as a prime example of creativity and innovation in tourism,

<h3>Guidelines and Submissions</h3>

Presentation and paper abstracts and panel descriptions (300-500 words) by both academics and practitioners and PhD students are welcome in the following categories:

- **research papers**
- **case studies**
- **applied (industry and sector) papers**
- **student papers (bachelor or master)**

Abstracts (of e.g. research papers or academic papers, case studies) are to be submitted by **Friday October 15th 2010**. They will be double-blind reviewed. The result of the review including acceptance or rejection will be sent no later than **December 3rd 2010**. Full papers should be submitted by **Friday February 11th 2011**.

Papers must be written in English and follow the instructions that will be given on the website later on. Accepted papers and case studies will be published in the TTRA Europe

conference Proceedings. The TTRA European Chapter will select the best paper, the author(s) of which will be announced during the Conference Dinner.

Organizers run discussions with publishers about an edited title, too. Note, that papers that are not presented at the conference will not be published.

You must submit your abstract as a MS Word file with your full name included: **firstnamelastname_abstract.doc**. **This file should be sent electronically to: ttraeurope@gmail.com**

Location

Archamps is a modern conference centre located on a University of Savoie campus; it has all modern conference facilities including two hotels on site (http://seminaires-portesud-geneve.com/accueil_fr.phtml). It is conveniently located near Geneva and the Swiss border. The conference will be run jointly by the University of Savoie (<http://www.irege.univ-savoie.fr/> and <http://www.imus.univ-savoie.fr/index.php?accueil>) and César Ritz Colleges (<http://www.ritz.edu/>) where the conference dinner will take place, overlooking the Geneva Lake, including gastronomic demonstrations and Swiss wine testing. The other dinner will be held in Vitam Park, the latest state of the art shopping, leisure and sport centre created by Migro, a Swiss supermarket company, that has recently expanded into the leisure industry in France (<http://www.vitamarc.com>).

For more information contact Isabelle Frochot and John Swarbrooke at the following address: ttraeurope@gmail.com

More information will gradually be put on the website: <http://www.ttra-europeconference-2011.com/>