



## Call for Papers

**Consumer Behavior in Tourism Symposium 2010 (CBTS 2010)  
December 1-4, 2010  
Bruneck/Brunico, South Tyrol, Italy**

**Organized by the  
Competence Centre in Tourism Management and Tourism Economics (TOMTE)  
Free University of Bozen/Bolzano at Bruneck/Brunico**

We are pleased to issue the call for papers for the third annual Consumer Behavior in Tourism Symposium 2010 (CBTS 2010), the theme of which is *“The changing face of tourism: Emerging issues for consumer behavior research and practice”*. CBTS 2010 will provide an opportunity for researchers and practitioners from all over the world working in the field of consumer behavior in tourism and hospitality to exchange their ideas and scientific results as well as discuss new and emerging directions in research and practice in the field. Accordingly, theoretical or applied research contributions in the form of research papers and posters are welcomed. All abstracts will be subject to a double blind peer review process. Selected academic contributions addressing one or more of the sub-themes of the symposium will be presented during parallel sessions. A *doctoral colloquium* will be organized for PhD students to present and discuss their research in the form of poster presentations, and poster presentations of high quality will be selected to be submitted as full research reports to be published in a special issue of a peer reviewed tourism journal. *Authors of contributions of the highest academic and scientific quality will be invited to submit full papers to be published in special issues of international academic journals in the field of tourism and hospitality.*

**Abstract submission deadline: August 15, 2010**

**Acceptance notification: August 25, 2010**

### **Keynote speakers:**

- \* **Prof. Regina Schlüter**, Universidad Nacional de Quilmes y Centro de Investigaciones y Estudios Turísticos (CIET) Buenos Aires – Argentina.
- \* **Prof. Muzaffer Uysal**, Department of Hospitality and Tourism Management, Pamplin College of Business, Virginia Polytechnic Institute & State University, USA
- \* **Prof. Arch Woodside**, Carroll School of Management, Boston College, USA

### **Chair of the Doctoral Colloquium:**

- \* **Prof. Sue Beeton**, School of Management, La Trobe University, Bundoora, Victoria, Australia

### **Journal coverage:**

- \* **International Journal of Tourism Research**
- \* **International Journal of Hospitality Management**
- \* **TOURISMOS: An International Multidisciplinary Journal of Tourism (for PhD students only)**

For a detailed description of the conference sub themes, abstract submission deadlines and procedures, and further details, please refer to the sections below or visit the conference Web site at:  
<http://cbts2010.unibz.it>



## Conference sub themes

The thematic scope of the symposium encompasses a forward looking assessment of emerging theoretical, methodological, and practical issues likely to confront the area of consumer behavior in tourism and hospitality in the near and long term. Scholars and practitioners are invited to submit for consideration abstracts of papers or posters related to one or more of the following topics:

- \* Emerging theoretical directions and developments in tourism and hospitality related consumer behavior
- \* Emerging practical applications of consumer behavior theory in tourism and hospitality
- \* The role of scientific and applied research in theory development in tourism and hospitality
- \* Critique of the linkages between theory and practice in tourism and hospitality
- \* Methodological traditions in tourism and hospitality: their assets and liabilities
- \* Emerging methodological developments and directions: their challenges and their promise
- \* Social, cultural and economic forces shaping the future of tourism and hospitality.

## Submission guidelines

### *Main symposium presentations:*

One-page abstracts must be submitted electronically for review and selection. Oral presentations within special topic sessions provide opportunities for focused attention on important, cutting-edge topics. Presenters will be allotted 20 minutes plus a discussion of 10 minutes, moderated by a member of the program committee. ***Authors of contributions of the highest academic quality will be invited to submit full papers to be published in special issues of international academic journals in the field of tourism and hospitality.***

### *Doctoral colloquium:*

Doctoral students are invited to participate in the doctoral colloquium during which they can share their research with attendees in the form of a poster presentation. The doctoral colloquium will be chaired by acknowledged tourism and hospitality scholars, and authors of selected poster presentations will be invited to submit a full paper for publication in a peer reviewed tourism journal. Abstracts must be one page and include relevant references. Doctoral students must also send a short bio (max 200 words).

During the electronic abstract submission process, the following information must be provided:

- (1) Name(s), institutional affiliation(s), and valid email addresses for all authors
- (2) Postal address, telephone number, and fax number of the first author
- (3) Title of the contribution
- (4) Thematic area(s) addressed
- (5) Keywords (up to five)
- (6) Abstract of no more than 350 words
- (7) Type of presentation: research paper, best practice or poster presentation
- (8) A list of major references

All abstract submissions will be reviewed by at least two members of the program committee. Notification of a preliminary acceptance or rejection will be given by August 25, 2010. If a proposal is preliminarily accepted, at least one presenting author must register for the conference before October 15, 2010. Preliminarily accepted abstracts with no single author registered in time will be removed from the program and from the book of abstracts without notice.



## Scientific committee

The CBTS 2010 program committee consists of the following researchers:

- Serena Volo and Oswin Maurer (Co-Chairs of CBTS2010)  
Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, South Tyrol, Italy
- Thomas Bausch  
Munich University of Applied Sciences, Department of Tourism, Munich, Germany
- Sue Beeton  
School of Management, La Trobe University, Bundoora, Victoria, Australia
- Michael Bosnjak  
Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, South Tyrol, Italy
- Juan Gabriel Brida  
Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, South Tyrol, Italy
- Evangelos Christou  
University of the Aegean, Chios, Greece
- John Fletcher  
International Centre for Tourism & Hospitality Research, School of Services Management, Bournemouth University, UK
- Perry Hobson  
Southern Cross University, School of Tourism and Hospitality Management, Lismore, Australia
- Elisabeth Kastenholz  
University of Aveiro, Aveiro, Portugal
- Linda Osti  
Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, South Tyrol, Italy
- Abraham Pizam  
University of Central Florida, Rosen School of Hospitality Management, Orlando, Florida, USA
- Francesco Ricci  
Free University of Bozen-Bolzano, Faculty of Computer Science, Bolzano, South Tyrol, Italy
- Guenter Schamel  
Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, South Tyrol, Italy
- Regina Schlüter  
Universidad Nacional de Quilmes y Centro de Investigaciones y Estudios Turísticos (CIET)  
Buenos Aires, Argentina
- Marianna Sigala  
University of the Aegean, Chios, Greece
- M. Joseph Sirgy  
Virginia Polytechnic Institute & State University, Department of Marketing, Pamplin College of Business, Blacksburg, Virginia, USA
- Muzaffer Uysal  
Virginia Polytechnic Institute & State University, Department of Hospitality and Tourism Management, Pamplin College of Business, Blacksburg, Virginia, USA
- Arch Woodside  
Carroll School of Management, Boston College, Chestnut Hill, Massachusetts, USA



## **Organizing committee**

Members of the organizing committee at the Tourism Management and Tourism Economics Center (TOMTE) are:

- Serena Volo and Oswin Maurer (Co-Chairs of CBTS2010)
- Katharina Beberweil
- Michael Bosnjak
- Barbara De Candido
- Hugo Götsch
- Lisa Leoni
- Linda Osti
- Brigitte Valentini

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