



HOCHSCHULE HEILBRONN



ITSC 2022
35TH INTERNATIONAL TOURISM STUDENTS CONFERENCE

HHN HEILBRONN – UNIVERSITY OF APPLIED SCIENCES
27 -29 APRIL 2022

Dear students, dear colleagues,

After a long, long COVID-related break, we look forward to resuming our ITSC tradition in 2022 and so:

The Department for Tourism, Hospitality and Leisure at Heilbronn University is proud to welcome you to the 35th edition of the International Tourism Students Conference (ITSC) – held in Heilbronn, Baden-Württemberg from 27- 29 April 2022.

In order to prepare you for your stay in Heilbronn, we will send out a series of newsletters with information on this conference. With this first newsletter you will find an outline of the event and some useful information.

Looking forward to welcoming you next year in Heilbronn!

CENTRAL THEME for 2022

Green(ing) Destinations: „If it’s not green – fix it“ – How Sustainable Approaches Can Champion Tourism Futures (for specification, please see “Research papers”, p4)

ORGANIZING INSTITUTION:

HHN Heilbronn – University of Applied Sciences
Department for Tourism, Hospitality and Leisure
Heilbronn, Germany

DATES:

27– 29 April 2022

MAIN OBJECTIVE:

Encouraging intercultural exchange between undergraduate tourism, hospitality and leisure students from different countries, via the presentation of research projects and the sharing/discussion of results



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HISTORY OF THE ITSC

The International Tourism Students Conference (ITSC) started in 1986 as a link between the Tourism Departments of the Université de Savoie's Management Institute (France) and Hochschule Heilbronn (Germany). The link was extended rapidly to include the NHTV Breda University of Applied Sciences (The Netherlands) and Bournemouth University (UK).

As the number of participating institutions extended to include universities outside Europe, the scale of the event became even larger and the title of the conference was modified to "International" in 1996. However, the main aim is still to maintain the spirit of togetherness and cohesion, which is relevant to small-scale and collaborating groups of students.

The ITSCs are unique events and they are of great value both for participating students and universities. Although there are several international meetings for tourism educators, ITSC is one of few annual events where students present research findings to international academic colleagues.

AIMS OF THE CONFERENCE

- To provide an event for interaction and information exchange among students from different countries who are studying in the fields of tourism, hospitality management and leisure studies.
- To create an opportunity for students to improve their skills in conducting research and presenting the findings of their research endeavors.
- To familiarize students with academic and professional conference procedures and international networking.

DESCRIPTION OF THE CONFERENCE

The conference will include:

- A formal presentation, by the students themselves, of their delegation's research paper.
- A presentation of every delegation's institution and country/region, by means of 'market stalls' and posters set up by each delegation.
- Development of the conference theme through keynote lectures, presentations, workshops and discussion forums
- Familiarization with aspects of tourism management in the host town/region or country



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- Social and cultural events to encourage interaction between students from the participating institutions

CONFERENCE SPECIFICATIONS

In order to meet the objectives that are set for the ITSC, the following specifications should be followed:

- Participating students must be following undergraduate courses focused on tourism or hospitality management and marketing and/or the leisure industry, normally in the final year of their studies.
- English will be used as the common language; therefore, papers should be written and presented in English.
- Each delegation will be under the responsibility of at least one educator, who will oversee the preparation of the research and presentation. The educators are required to accompany their delegation to the conference.
- Each delegation will consist of a maximum of six students.
- This conference and its activities are placed under the authority of the ITSC Committee, comprising Hochschule Heilbronn (Heilbronn University of Applied Science); BUAS, Breda (University of Applied Sciences), Université de Savoie, and Rey Juan Carlos University, Madrid, Spain.

COSTS

The Conference fee is 300.- Euro per participant (students and educators).

It is expected that the participating institutions will pay at least some of their students' costs and cover the expenses of the accompanying staff. The host university is expected to cover some of the reception costs.

The conference fee will include:

- Accommodation
 - For students: Three nights' accommodation (27-29 April) in the youth hotel Heilbronn (double room) with breakfast included (28-29 April).
 - For accompanying staff: Accommodation and breakfast not covered by the conference fee.
- Welcome Reception (27 April)
- Lunches (28, 29 April)
- Dinners (27, 28 April and 29 April Gala Dinner)
- Coffee breaks



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- Half-Day Excursion (30 April)

INVITED UNIVERSITIES

The following universities will be invited to participate in ITSC 2022:

- **Fulltime members:**
 - **Finland:** Haaga-Helia University of Applied Sciences – Porvoo
 - **France:** Université de Savoie Mont Blanc – Chambéry
 - **Netherlands:** Breda University of Applied Sciences – Breda
 - **Portugal:** University of the Algarve, ESGHT – Faro
 - **Spain:** University Rey Juan Carlos - Madrid
 - **Sweden:** Dalarna University – Borlänge
 - **Switzerland:** University of the Applied Sciences of the Grisons (UAS Grisons).
 - **UK:** Bournemouth University
 - **UK:** Manchester Metropolitan University – Manchester
- **Guest universities:**
 - Austria: FH Wien der WKW
 - Cuba: University of Havana
 - Greece: University of West Attica, Piraeus
 - Iceland: University of Reykjavik
 - Ireland: Technological University Dublin
 - Italy: University of Bologna
 - Turkey: Yasar University, Izmir
 - ...

RESEARCH PAPERS

The theme of this year's conference will be

Green(ing) Destinations: „If it's not green – fix it“ –

How Sustainable Approaches Can Champion Tourism Futures

Each student delegation should prepare and present an original research paper based on a chosen aspect of the conference theme.

This topic calls for critical reflections on sustainable tourism destinations. More specifically, it places focus on the application of green(ing) strategies for destination development, whereby a focus on strategic sustainability supports destination

differentiation, authenticity and competitiveness.

The encouragement of an interdisciplinary approach to the ITSC demands first and foremost that the definitions and applications of the concept of sustainability and sustainable destination development are positioned. Therefore, we provide 3-4 key pieces of literature to get you started:

Chang, C. L., McAleer, M., & Ramos, V. (2020). A charter for sustainable tourism after COVID-19. *Sustainability (Switzerland)*, 12(9), 10–13.

Higgins-Desbiolles, F. (2020). The “war over tourism”: challenges to sustainable tourism in the tourism academy after COVID-19. *Journal of Sustainable Tourism*, 0(0), 1–19.

Postma, A., Cavagnaro, E., & Spruyt, E. (2017). Sustainable tourism 2040. *Journal of Tourism Futures*, 3(1), 13–22.

Sharpley, R. (2020). Tourism, sustainable development and the theoretical divide: 20 years on. *Journal of Sustainable Tourism*, 28(11), 1932–1946.

STRUCTURE OF PAPERS

Papers should be between 6,000 and 8,000 words. They should be typed in font size 12, double spaced, following an acceptable standard format for academic papers.

Each paper should include:

Cover sheet: This should include the paper title, author names, affiliation, and full contact details.

Biographical notes: Short bio-texts including a summary of each author’s background and/or career goals and interests (around 60 words per author).

Abstract: The abstract (around 150 words) should state concisely what was done and why, what was found, and what was concluded.

Main text: The text should be clearly subdivided with titled headings, normally including: Introduction, Research Aims, Methodology, Findings and Conclusions (Note: the sections and headings may vary according to the nature of the research).

Footnotes: Please keep footnotes to a minimum.

References: Please use the APA style guide for citations. In the text, references should be cited using the author/date style. Examples: (Buhalis 2014) or (Micera and Presenza 2013;



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Smith 2014, 2015). Page numbers for specific points or direct quotations must be given (Williams 2011:74). Full references must be provided in a list in a separate section at the end of the text.¹

DEADLINES FOR SUBMISSIONS

- A short descriptive abstract of the research paper should be sent to the organizers by the end of January 2022.
- The final version of the research paper should be submitted in electronic format (pdf-file) as an e-mail attachment to: lauren.ugur@hs-heilbronn.de or susanne.hilland@hs-heilbronn.de no later than 5 March 2022.

PRESENTATIONS

Each delegation will give a 20-minute presentation of their paper to an audience consisting of all the student delegations and accompanying staff. A projector with screen and sound system will be available and students are encouraged to use audio-visual support in their presentations.

PRIZES

All papers will be reviewed by a panel consisting of experts from the industry and/or the academic field. The delegation with the best paper, the delegation with the best presentation and the delegation with the best market stall will each receive an award during the gala dinner on the final evening of the conference.

PLENARY SESSIONS & WORKSHOPS

The conference will include plenary sessions with keynote lectures delivered by representatives from the tourism industry as well as by academic experts in the field of the main theme of the conference.

There will also be workshops on topics related to the theme. During the workshop sessions, students will have the opportunity to discuss and compare the findings of their research in multinational groups.

MARKET STALLS & POSTER SESSION

The aim of market stalls is to present aspects of tourism in the home regions of the delegations, by providing information, decorations, typical products, food and drink, etc. The market stall is also an opportunity to present the home institutions – we therefore ask each

¹ For further guidance, see, for example: <http://www.citethisforme.com/guides/apa> or <http://www.bibme.org/citation-guide/apa/>



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delegation to produce a creative poster about their institution.

SOCIAL ACTIVITIES & TOURS

Students from the host university will organize some social activities.

The main conference will take place 27-29 April 2022. However, we invite you to join our post-conference excursion on Saturday, 30 April. Please note: the half-day post conference tour is optional and accommodation for Saturday night is therefore not included. Those delegates wishing to stay on Saturday night will have to cover their own costs. More information to follow in the next newsletter.

CONTACTS

If you have any questions, please do not hesitate to contact us:

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Next Newsletter in November 2021!

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