



## CALL FOR PAPERS ICTB 2022

It is our great pleasure to announce the 4th International Conference on Tourism and Business (ICTB), to be held in Lucerne, Switzerland, 24-27 August 2022.

**Conference Name** International Conference on Tourism and Business (ICTB) 2022

**Date** Wednesday, 24 August to Saturday, 27 August 2022

**Conference Focus of ICTB 2022** From Over-Tourism to Zero-Tourism: Opportunities for a New Beginning?

**Venue** Lucerne University of Applied Sciences and Arts, Lakefront Building,  
Inseliquai 12b, 6002 Lucerne, Switzerland

**Organisation** Co-hosted by the  
Lucerne University of Applied Sciences and Arts (Switzerland),  
Mahidol University International College (Thailand), and  
Edinburgh Napier University (Scotland)

**General Information about the Conference** The 4th International Conference on Tourism and Business (ICTB) will be jointly organised by the Lucerne University of Applied Sciences and Arts (Switzerland), Mahidol University International College (Thailand), and Edinburgh Napier University (Scotland). The conference will provide an international forum for the presentation of research findings in the broad fields of tourism and business. The conference is an opportunity for academics, consultants and professionals to present their research and practical experiences in the tourism and hospitality sectors.

ICTB 2022 seeks to foster networking and finding global partners for future cross-institutional research and other partnerships in the fields of tourism and business. It invites academics and professionals to share and exchange their knowledge, experiences and new ideas. Participants have the opportunity to discuss recent developments, practical challenges and potential solutions in a broad spectrum of tourism and business with an eye to developing new concepts for the future and creating alliances to further their work.

Co-Hosted by



### Confirmed Keynote Speakers



#### Developing Talent and Leadership for Destination Recovery

Prof. Anna Leask PhD

Tourism Research Centre, Edinburgh Napier University, UK



#### Destinations' Recovery Strategies and Marketing Campaigns in Response to Pandemics

Prof. Dr. Eli Avraham

Department of Communication, University of Haifa, Israel



#### Pandemics, Tourism and Global Change

Prof. Dr. Stefan Gössling

Department of Service Management and Service Studies, Lund University, Sweden  
(Online Presentation with Discussion)



#### The role of robots, AI, and digital technologies in enhancing hospitality operation during post-pandemic era

Prof. Dr. Woody Kim

International Center for Hospitality Research & Development, Dedman College of Hospitality, Florida State University, USA



#### Pandemic Aversion: Stunting the growth of events, festivals and tourism by the failure to understand the capabilities of a resilient safety culture

Prof. Dr. Chris Kemp

Visiting Professor of Crowd Management, Edinburgh Napier University, Scotland

ICTB 2022 will feature a number of special streams and topics, such as

**Topic 1**

**Demand side: External shocks in general and their effects on tourism and business**

External shocks with enormous negative effects on international tourism that have been studied in academia include disasters such as the SARS epidemic (Page et al., 2006), the Ebola epidemic (Mizrachi and Fuchs, 2016), the financial crisis of 2008 (Smeral, 2009) and the Arab Spring of 2010 (Perles-Ribes et al., 2017). Other crises include terrorist attacks such as 9/11 (Kosová and Enz, 2012) or the bombings in Bali (Gurtner, 2016), as well as natural disasters such as earthquakes (Wearing et al., 2020) or the Australian bushfires (Schweinsberg et al., 2020). Time-series analyses of demand data in tourism research show in particular that such crises proved to be temporary and that, after they had been overcome, tourism activities tended to return to their previous levels (see, for example, Aly & Strazicich, 2000; Kosová & Enz, 2012; Wearing et al., 2020). Against this background, the following issues are of particular interest:

- tourists' cognitive, emotional and behavioural reactions
- shifts in consumer behaviour and changes in the travel behaviour of tourists
- what are the differences and similarities in the changes in motives and behavior between different crises (e.g., different pandemics or between the economic crisis and pandemics)?
- what are the relationships between the characteristics of a crisis and the resulting changes in demand?

**Topic 2**

**Supply side: How does the tourism industry react to external shocks and how does it cope with crises?**

The fact that threat situations and crises do not manifest themselves in tourists' consumption behaviour in the longer term can be linked to the structure of the supply side. The strategies of tourism service-providers include stimulating demand by offering attractive products once crises have subsided (Zibanai, 2014). This topic focuses on insights into the strategies chosen by marketers for repairing the image of a travel destination. In this context, the global status of a destination, its location, its resilience, and its relations with the main tourist markets should be analysed in detail (Avraham, 2020). The COVID-19 pandemic caught everyone by surprise, but for example event organisers talk of a lesson learned. Next year's events preparations have already taken into account a pandemic scenario. Thus, the next thematic block focuses on strategies to cope with crises:

- structural changes in the global tourism and hospitality sectors
- public measures to promote tourism after crises
- crisis management in tourism
- (sustainable) recovery strategies for the tourism industry
- strategies for the crisis preparedness of tourist destinations

**Topic 3**

**COVID-19 and its effects on tourism  
and business and the recovery of the  
tourism industry**

In 2019, the new coronavirus (COVID-19) became not only a medical but also a social, economic and political challenge. In order to slow down the spread of the coronavirus, governments instructed their populations to stay at home. The coronavirus has thus influenced the economy, culture and the social environment. Every aspect of individual lives seemed to have changed drastically since then. Since the coronavirus outbreak, many companies have been struggling with massive sales losses, among other things. Tourism businesses such as hotels, restaurants, airlines, travel agencies and tour operators were particularly negatively affected by the crisis, losing their entire markets overnight due to restrictions on the freedom to travel and mobility, and being forced to close their businesses (UNWTO, 2020). In an effort to prevent spreading the virus, many concerts, festivals, and other events have been cancelled, rescheduled, or modified. Events is one of the industries to be hit hardest, from small community festivals to the Tokyo Olympics, and will be one of the last to return. It would therefore be relevant to address the following issues:

- when will travel and tourism recover?
- international differences in recovery
- comparison of different regions or countries
- the role of tourists' safety and security considerations
- opportunities and challenges for recovery after the crisis
- risk perceptions, vulnerability or resilience of the tourism industry

**Topic 4**

**COVID-19 and its positive effects  
on sustainability**

However, many people also see opportunities in this crisis. New research approaches are currently focusing on the longer-term consequences of COVID-19 for mobility and travel and how these can be harnessed for the future orientation of sustainable tourism (Gössling et al., 2020). Also, public debates are increasingly focusing on the short- and long-term effects on the environment. Since the beginning of the corona crisis, low-carbon emissions have fallen by a quarter in China alone, the world's biggest climate polluter. The canals in Venice are clear for the first time in a long time, and large cities and conurbations are measuring better air quality. Satellite images from the European Space Agency show that nitrogen dioxide (NO<sub>2</sub>) pollution in Europe has fallen significantly (European Space Agency, 2020).

Against this background, the aim of this section is to build a bridge between tourism research and sustainability. This section deals with the question of how crises like COVID-19 can be harnessed to support environmental change: virtual travel, the replacement of business trips and conference tourism by video conferencing, home-based teleworking and discovery of local areas as future travel destinations are considered to be coping strategies that will continue to have an effect and be sustainable in the long term even after the crisis has passed. Such processes of transformation, which can be triggered by such crises, and how they can enter the sustainability discourse are of particular interest within this topic area. Papers addressing the following issues are accordingly very welcome:

- responsible and sustainable tourism after the crisis
- long-term effects of crises on sustainable tourism
- development of energy consumption and pollution
- increasing environmental awareness among the general public

**Topic 5**

**Tourism, pandemic diseases and  
intervention design: opportunities for  
a new beginning?**

By August 2022, when the ICTB 2022 will take place, there will already be insights available into the effects of COVID-19 on the tourism industry. It is therefore important to focus on how the tourism industry will adapt to the challenges and opportunities that emerge from the crisis. For example, until vaccinations become available, measures to control infectious diseases in the field of tourism will be limited to non-pharmaceutical interventions (NPIs) while travelling. The NPIs that are currently being debated in politics, the media and academia include, for instance: (1) quarantine periods after re-entry to the home location, (2) rapid tests for COVID-19 before and after a holiday, (3) temperature monitoring and questionnaires when embarking on planes and trains, (4) temperature-recording cameras at airport gates, (5) hygienic standards at hotels certified by tourism labels, (6) social distancing in public transport (private cabins in trains, perspex bulkheads separating seats in airplanes), (7) the obligation to wear face masks and coverings, (8) the use of globalized Corona apps, (9) and travel recommendations and warnings published by foreign ministries. How does this affect tourism behavior? Learning packages for businesses, such as the implementation of NPIs in tourism businesses or the handling of hygiene issues, can be outlined at the conference. The central theme of this section is how the tourism industry can be reborn after experiencing zero-tourism without getting back to the over-tourism we have experienced before. Against this background, the following topic is of particular interest:

- adaption of business models to hygienic issues
- development of sustainable business models
- organization of businesses to prevent infection
- strategies and measures to avoid the mistakes of the past
- shared practices of new business models that have emerged since COVID-19
- the role of non-pharmaceutical interventions (NPIs) in tourism business models
- implications for further developments in tourism and business

**Disclaimer**

Due to the dynamic situation of the corona pandemic, the scope of the conference may be slightly adapted to new topics.





### Scientific Committee

Asst. Prof. Dr. Amy Ching Tsu Hsueh	National Open University, Taiwan
Dr. Dolchai La-ornual	Mahidol University International College, Thailand
Dr. Elaine Yang	Griffith University, Australia
Dr. Eerang Park	Edith Cowan University, Australia
Dr. Eunice Tan	Murdoch University (Singapore), Singapore
Asst. Prof. Dr. Jacey Ja Young Choe	University of Macau, Macau SAR, China
Dr. Kaewta Muangasame,	Mahidol University International College, Thailand
Dr. Laddawan Jianvittayakit	Mahidol University International College, Thailand
Asst. Prof. Dr. Malinvisa Sakdiyakorn	Mahidol University International College, Thailand
Asst. Prof. Dr. Sompong Amnuay-Ngerntra	Mahidol University International College, Thailand
Prof. Dr. Tomaz Kolar	University of Ljubljana, Slovenia
Asst. Prof. Dr. Walanchalee Wattanacharoensil	Mahidol University International College, Thailand
Prof. Dr. Jane Ali-Knight	Edinburgh Napier University, Scotland
Prof. Dr. Paul Barron	Edinburgh Napier University, Scotland
Prof. Dr. Chris Kemp	Edinburgh Napier University, Scotland
Prof. Dr. Jürg Stettler	Lucerne University of Applied Sciences and Arts, Switzerland
Prof. Dr. Timo Ohnmacht	Lucerne University of Applied Sciences and Arts, Switzerland
Prof. Dr. Julianna Priskin	Lucerne University of Applied Sciences and Arts, Switzerland
Prof. Dr. Eli Avraham	University of Haifa, Israel
Prof. Dr. Stefan Gössling	Lund University, Sweden
Prof. Dr. Woody Kim	Dedman College of Hospitality, Florida State University, USA

### Conference Organiser

Anna Para	Lucerne University of Applied Sciences and Arts, Switzerland
Timo Ohnmacht	
Jürg Stettler	
Suwadee Talawanich	Mahidol University International College, Thailand
Veerades Panvisavas	
Laddawan Jianvittayakit	
Jane Ali-Knight	Edinburgh Napier University, Scotland
Paul Barron	

Co-Hosted by

## ICTB 2022 SUBMISSION DETAILS

Here are some key points to consider before submitting your contribution to the ICTB 2022 research conference being held in Lucerne. You can also find the requirements for contents on our conference webpage at: [www.hslu.ch/ictb2022](http://www.hslu.ch/ictb2022).

### What can be submitted?

ICTB 2022 will highlight various insights in research and practical issues relevant to the field of business administration and tourism. The target group includes, but is not limited to, tourism and hospitality industry professionals, executives and employers, representatives of tourism authorities and marketing organisations, researchers and consultants in the tourism and hospitality industry, and researchers in the field of business administration.

This two-day conference will discuss recent findings and future challenges from leading academic experts, consultants and practitioners in the field in the form of keynotes and paper presentations in parallel thematic sessions. Research papers should be in line with the conference topics. Nevertheless, please note that we welcome also other research endeavors that are related to business and tourism.

There are two options in submitting papers. Participants can choose between an extended abstract (up to three pages) and a full paper submission. It is also possible to submit an extended abstract first and then expand it into a full paper. We will also consider papers that have already been published or presented at other conferences. Your contribution must be in English. The maximum page length for the full paper is 7'500 words; presentation time is around twenty minutes, followed by discussion for ten minutes. In addition, please provide an abstract of a maximum of 150 words and supply three to five keywords for each paper.

### Submission process

1. On our conference webpage, you will find a template for the submission of papers that can also be used for the extended abstracts.
2. Authors are requested to submit either an extended abstract (up to three pages) or a full paper of no more than 7'500 words (including references) on our conference webpage.
3. All full papers received will be reviewed on the basis of academic merit, novelty and practical application.
4. In the case of jointly authored papers, after acceptance at least one author must register for the conference and present the paper.

### Publishing policies

If your paper has been chosen for the publication in a special issue or an edited book and you are willing to publish it with us, then there are the following options:

- In case of publication in the conference proceedings, the copyrights remain with the authors at all times.
- In case of publication in the special issue, the rights go to the publication organ according to the publisher's regulations.
- In case of publication in an open access (gold standard) special issue, the rights remain with the authors at all times.
- A selection of the proceedings will be published in a special issue or an edited volume, to be announced at the conference.

### Submission deadline

- Papers or extended abstracts may be submitted at any time until 30 June 2022
- Please submit your paper using the submission form
- Notification of acceptance: 31 July 2022
- Revision of accepted paper due: 31 August 2022

#### Registration Fee

	General	Undergraduate & Postgraduate Students
Early-Bird Registration 15 May 2022	350 Swiss Francs	250 Swiss Francs
Regular Registration	450 Swiss Francs	350 Swiss Francs

#### Registration to the conference includes

1. Lunches during the conference
2. Daily coffee and refreshments
3. Conference dinner
4. Voluntary excursion on Saturday, 27 August 2022

#### Preliminary program (structure)

	Morning	Afternoon	Evening
WED, August 24	Arrival of conference delegates		Welcome reception
THU, August 25	Official opening ceremony Keynotes Oral presentation sessions	Oral presentation sessions	Conference dinner
FRI, August 26	Oral presentation sessions	Oral presentation sessions	Best Paper Award & farewell
SAT, August 27	Voluntary excursion		



We suggest that all interested participants register and book their hotel in Lucerne as early as possible. Please see further details on our conference homepage: [www.hslu.ch/ictb2022](http://www.hslu.ch/ictb2022).



We look forward to welcoming you at ICTB 2022 in Lucerne, Switzerland!



## REFERENCES

- Aly, H. Y., & Strazicich, M. C. (2000) Terrorism and Tourism: Is the impact permanent or transitory? Time series evidence from some MENA countries. *Ohio State University*, 267–287.
- Avraham, E. (2020) Combating tourism crisis following terror attacks: image repair strategies for European destinations since 2014. *Current Issues in Tourism*, 1–14.
- European Space Agency (2020) Coronavirus: Rückgang der Stickstoffdioxid-Emissionen über Italien.
- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 1–20.
- Gurtner, Y. (2016) Returning to paradise: Investigating issues of tourism crisis and disaster recovery on the island of Bali. *Journal of Hospitality and Tourism Management*, 28, 11–19.
- Kosová, R., & Enz, C. A. (2012) The terrorist attacks of 9/11 and the financial crisis of 2008: The impact of external shocks on US hotel performance. *Cornell Hospitality Quarterly*, 53(4), 308–325.
- Mizrachi, I., & Fuchs, G. (2016) Should we cancel? An examination of risk handling in travel social media before visiting ebola-free destinations. *Journal of Hospitality and Tourism Management*, 28, 59–65.
- Page, S., Yeoman, I., Munro, C., Connell, J., & Walker, L. (2006) A case study of best practice - Visit Scotland's prepared response to an influenza pandemic. *Tourism Management*, 27(3), 361–393.
- Perles-Ribes, J. F., Ramón-Rodríguez, A. B., Rubia, A., & Moreno-Izquierdo, L. (2017) Is the tourism-led growth hypothesis valid after the global economic and financial crisis? The case of Spain 1957–2014. *Tourism Management*, 61, 96–109.
- Schweinsberg, S., Darcy, S., & Beirman, D. (2020) 'Climate crisis' and 'bushfire disaster': Implications for tourism from the involvement of social media in the 2019–2020 Australian bushfires. *Journal of Hospitality and Tourism Management*.
- Smeral, E. (2009) The Impact of the Financial and Economic Crisis on European Tourism. *Journal of Travel Research*, 48(1), 3–13.

UNWTO (2020) UNWTO World Tourism Barometer May 2020 Special focus on the Impact of COVID-19.

Wearing, S., Beirman, D., & Grabowski, S. (2020) Engaging volunteer tourism in post-disaster recovery in Nepal. *Annals of Tourism Research*, 80, 1–13.

Zibanai, Z. (2014) Is the Tourism Industry A Fragile Heavy Weight? Validation through a Literature Review of Tourism System Shocks. *Journal of Tourism Management Research*, 1(1), 1–13.

Co-Hosted by

**HSLU** Lucerne University  
of Applied Sciences  
and Arts

  
Edinburgh Napier  
UNIVERSITY



Mahidol University  
International College

[www.hslu.ch/ictb2022](http://www.hslu.ch/ictb2022)

