1 Overview

1.1 Introduction

Destination Management has - for many years - drawn the interest of representatives of both academic research and practice. However, the vast knowledge related to destination management is quite fragmented and little integrated (apart from a number of textbooks). Moreover, research as well as management practice is progressing along a large number of separate tracks, with little interaction between existing and evolving streams of discussion.

The newly established Forum ‘Advances in Destination Management’ attempts to bridge that gap by biannually convening everyone interested in the topic. For that, we aim to apply multiple different disciplines to a specific research subject, i.e. destinations, and the related actors (politics, business, consumers). Five submission domains (i.e. major research subjects/ perspectives) shall structure the major streams of discussions:

- I. Transportation Systems
- II. Destination/ Tourism Systems
- III. Management, Planning and Governance of Places/ Locations, Organisations, Networks and Sectors
- IV. Marketing of Places/ Locations
- V. Consumer Behavior

1.2 Target groups and conference format

The conference targets two groups:

- **Academia**, who is invited to present state-of-the-art topic-related research, either giving scientific insight into one, or more of the above domains or challenging destination management practice;
- **Practice**, who is invited to provide state-of-the-art topic-related thoughts, or challenges, thus providing a guidance with regard to practical issues as well as prospective research questions.
The conference includes the **following formats:**

- **Keynotes** from both academia and practice.
- **Academic Paper Sessions** with oral presentations of a range of different papers according to the five submission domains. Each slot lasts 30 minutes including 10-15 minutes presentation complemented with at least 10-15 minutes of discussion. A short protocol of the discussion will be provided.
- **Practitioner Presentations Sessions** with a range of different oral presentations according to the five submission domains. Each slot lasts 30 minutes including 10-15 minutes presentation complemented with at least 10-15 minutes of discussion. A short protocol of the discussion will be provided.
- **Idea Factory** for conceptual interventions from both practice and academia. A short protocol of the discussion will be provided.
- **Special Interest Group Sessions** as determined by attendants.
- **St. Gallen Consensus on Destination Management.** At this final session of the conference, all participants will vote on a consensus on key issues of destination management, prepared by a group of conference participants on the basis of the papers and sessions discussions. The results of this consensus will be published with Tourism Review (published by Emerald).

**Please note:** The conference will be set up in a way that academia is 'challenged' by practice et vice versa.

### 1.3 Type of interventions

The interventions of the above groups are based on **two types of submissions:** Academia and Practice.

#### 1.3.1 Academia

**Aim:** Academia is invited to submit both state-of-the-art empirical and conceptual research providing the fundament for inspiring and controversial sessions. Hence, relevance of papers as well as their potential to raise interest of the conference participants are as important as methodological rigor. Out-of-the-box thinking is encouraged. **Important:** Copyrights remain with authors at all times; this allows for submission of most recent work (in progress)!

**Form:** Any submission to the conference is by means of short papers (see Submission Guidelines - Academia, 2.1.).

#### 1.3.2 Practice

**Aim:** Practice is invited to provide state-of-the-art insights of domain-related practical thoughts or challenges, which serve as a fundament for inspiring and controversial sessions and at the same time provide a guidance for prospective research. Out-of-the-box thinking is explicitly encouraged. **Important:** Copyrights remain with authors at all times; this allows for submission of most recent work (in progress)!

**Form:** Any submission to the conference is by means of Power Point presentations (see Submission Guidelines - Practitioners, 2.2.).
2 Submission Guidelines

2.1 Academic Papers

Before submitting any paper, show us your interest in this conference by providing us with a short abstract in which you present the basic idea of your work. Please refer to '3. Dates/ deadlines' with regard to whom and by when to send this abstract to.

Any submission to the conference is by means of short papers, consisting of max. 20,000 characters Times New Roman 12 pt (including blanks; excl. references) and single-spaced. This is equivalent of approximately 5 pages. A master-batch for formatting will be provided by the conference conveners later this year.


Title Page Example:
Title: "Towards a ..."
Abstract: "...
Conference Title: "Advances in Destination Management"
Submission Type: "Academic Paper"
Submission Domain Priorities:
"Priority 1. Domain II: Marketing of Places/Locations"
"Priority 2. Domain III: Management, Planning and Governance of Places/Locations"
Paper Type: "Technical Paper"
Author Identification: "Name, Affiliation, Contact Details"

1. Select a meaningful title, the submission type, as well as the top 2 priorities of domains you are submitting your paper to:

Submission Type:
- Academic Paper Session
- Idea Factory Paper
- Special Interest Group Session Paper

Submission Domains:

I. Transportation Systems
II. Destination/ Tourism Systems
III. Management, Planning and Governance of Places/ Locations, Organisations, Networks and Sectors
IV. Marketing of Places/ Locations
V. Consumer Behavior

2. Indicate what type of paper you are presenting:
- Empirical paper (qualitative and quantitative)
- Literature review/ general review
- Case study
- Viewpoint/ Conceptual paper (for the Ideas factory
- Technical paper
3. **Structure your paper as follows:**
   - Title page
   - Introduction/ purpose (include some remarks with regard to originality of work)
   - Literature review (state-of-the-art)
   - Design/ methodology/ methods
   - Results and discussion
   - Conclusions, consisting of theoretical as well as practical and social implications (if applicable). Important: Refer to at least one other theme than under the one the paper is submitted.

   Please be free to emphasize the content according to the type of paper you are submitting.

4. **Make sure that all submissions consist of two documents:**
   1. Title page
   2. Paper itself
2.2 Practitioner Presentations

Before submitting any presentation, show us your interest in this conference by providing us with a short abstract in which you present the basic idea of your work. Please refer to '3. Dates/ deadlines' with regard to whom and by when to send this abstract to.

Any submission to the conference is by means of short power point presentations, consisting of 10-15 charts, excluding title pages and possibly references.

Make sure that the presentation has a title page containing the following information: 1. Title, 2. Abstract, 3. Conference Title, 4. Submission Type, 5. Submission Domain Priorities, 6. Paper Type, 7. Author Identification

Title Page Example:
Title: "Towards a ..."
Abstract: "...
Conference Title: "Advances in Destination Management"
Submission Type: "Practitioner Presentation"
Submission Domain Priorities:
"Priority 1. Domain II: Marketing of Places/Locations";
"Priority 2. Domain III: Management, Planning and Governance of Places/Locations"
Paper Type: "Technical Paper"
Author Identification: "Name, Affiliation, Contact Details"

1. Select a meaningful title, the submission type, as well as the top 2 priorities of domains you are submitting your paper to:

Submission Type:
- Practitioner Presentation Session
- Idea Factory Presentation
- Special Interest Group Session

Submission Domains:

I. Transportation Systems
II. Destination/Tourism Systems
III. Management, Planning and Governance of Places/Locations, Organisations, Networks and Sectors
IV. Marketing of Places/Locations
V. Consumer Behavior

2. Indicate what type of presentation you are presenting:
- Empirical paper (qualitative, quantitative)
- General review
- Case study
- Viewpoint/ conceptual paper (normative/ prescriptive), possibly for the ideas factory
- Technical paper
3. **Structure your presentation as follows:**
   - Title page
   - Problem/ challenge statement
   - Any type of content
   - Conclusions, in which you should refer to at least one other theme than under the one the presentation is submitted.

4. **Make sure that all submissions consist of two documents:**
   (1) Title page
   (2) Presentation itself.
### Dates and Deadlines

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>August 31, 2011</td>
<td>Submission of short abstract (150-200 words) to show interest of participation in conference. Please send this abstract to <a href="mailto:destination.management@unisq.ch">destination.management@unisq.ch</a>. You will get feedback on your abstract in due time.</td>
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<tr>
<td>December 31, 2011</td>
<td>Submission of paper (academia) and presentations (practice)</td>
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<tr>
<td>February 28, 2012</td>
<td>Author notification; Please note: If we run short of presentation slots at the conference, respondents who have signalled previous interest in this conference (cf. August 31 deadline) will be given priority.</td>
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<td>March 01, 2012</td>
<td>Registration (early bird) opens</td>
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<tr>
<td>June 6, 2012</td>
<td>Conference starts (get together on the evening of June 5, 2012)</td>
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<td>Fri, June 8, 2012</td>
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Morning: 09-13 hrs, Afternoon: 14-18 hrs, Evening: from 19 hrs on
5 Summary of conference information

| Submission Date          | August 31, 2011: Abstract submission  
|                         | December 31, 2011: Paper submission |
| Notification            | February 28, 2012 |
| Date                    | June 5-8, 2012 |
| Location                | University of St. Gallen, St. Gallen, Switzerland |
| Costs (approx.)         | 690 CHF |
| Contacts                | Emmanuelle Reuter or Christian Laesser at destination.management@unisg.ch |

6 Conference advisory and review board

The conference is supported by an outstanding advisory and review board, including the following personalities (in alphabetical order; position in parenthesis):

- Rodolfo Baggio, Bocconi University, Milan (Lecturer)
- Pietro Beritelli, University of St. Gallen, St. Gallen (Senior Lecturer)
- Thomas Bieger, University of St. Gallen, St. Gallen (President)
- Urs Brütsch, Zürich Flughafen AG (Head of Intl. Business Development)
- Geoffrey Crouch, La Trobe University, Melbourne (Professor)
- Thomas Doering, Thomas Cook East and West Europe (CEO)
- Sara Dolnicar, University of Wollongong, Wollongong (Professor)
- Frédéric Dimanche, SKEMA Business School, Nice (Professor)
- Daniel Fesenmaier, National Laboratory for Tourism & eCommerce, Temple University, Philadelphia (Professor and Director)
- Jürgen Gnoth, University of Otago, Dunedin (Professor)
- Peter Keller, University of Lausanne, Lausanne (Professor)
- Karl Kistler, EdelweissAir (CEO)
- Christian Laesser, University of St Gallen (Professor)
- Joe Margreiter, Tirol Tourism, Innsbruck (CEO)
- Harald Pechlaner, Catholic University of Eichstätt, Eichstätt (Professor)
- Rolf Schafroth, Kuoni Destination Management (CEO)
- Jürg Schmid, Switzerland Tourism, Zurich (CEO)
- Noel Scott, University of Queensland, Brisbane (Assoc. Professor)
- Hubert Siller, Management Center Innsbruck, Innsbruck (Professor)
- Petra Stolba, Austria Tourism, Vienna (CEO)
- Andreas Wittmer, Center for Aviation Competence, St. Gallen (CEO)

7 Contact Information

For any further information, please do not hesitate to contact us at destination.management@unisg.ch

Thanks for your attention. We are looking forward to welcoming you in St. Gallen.

For the organisation committee:
Christian Laesser