

**International Society of Travel & Tourism Educators (ISTTE)  
and  
Journal of Teaching in Travel & Tourism (JTTC)**

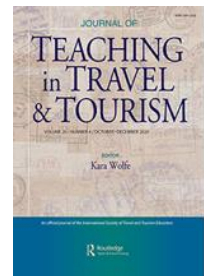
**Call for Papers**

**The 40<sup>th</sup> ISTTE Annual (Virtual) Conference, October 4-6, 2021**

**Conference Themes: Instructional Innovations & Impactful Discoveries**

**Paper Submission Due Date: May 31, 2021**

International Society of Travel & Tourism Educators (ISTTE) is a global organization of educators in travel, tourism, hospitality, and related fields representing all levels of educational institutions. Its membership ranges from vocational and high schools to two- and four-year colleges and graduate degree granting universities. Current membership is represented by travel, tourism, and hospitality educators in 18 countries. The Journal of Teaching in Travel and Tourism (JTTC) is the official peer-reviewed publication of ISTTE. It serves as an international interdisciplinary forum and reference source for travel, tourism, and hospitality education. The journal is subscribed globally and is complimentary to ISTTE members.



The 2021 annual conference of ISTTE will feature the dual-themes of **Instructional Innovations & Impactful Discoveries**. The ISTTE leadership team and JTTC editorial board jointly invite travel, tourism, and hospitality educators, researchers, graduate students, and destination and industry practitioners to contribute research papers, case studies, curriculum modules, teaching methods, and other original or creative work pertaining to the themes.

Topics under the theme of **Instructional Innovations** may include:

- Program design and curriculum development.
- Cases of transformative, experiential and global learning.
- Best practices in workplace training.
- Best practices in student mentoring, career advising, and service learning.
- Inter-college, cross-program, and international collaboration.
- Pedagogical shifts and technological applications.
- Teaching evaluations and learning outcomes.
- Tips for teaching assistants and new instructors.

Topics under the theme of **Impactful Discoveries** may include:

- Consumer behaviors and experiences in tourism and hospitality marketplace.
- Quality of life for destination community and employees.
- Geopolitical and other trends and issues in international tourism.
- Impacts of changing media environment.

- Visitor and resident relation and other issues in destination management.
- Trends and issues in accommodation, event, and catering management and operation.
- Specialty tourism and unique and emerging market segments.
- Perspectives on the changing environments of education.

The ISTTE conference and JTTT aim to share and exchange new knowledge that contributes to developing future leaders and workers in travel, tourism and hospitality. Therefore, contributions are not limited to the topics listed above. They can be conceptual or empirical and submitted as one of the three types as follows.

### **1. Full Paper**

A full paper will be a complete presentation of a research paper, case study, curriculum module, teaching method, or other original work. Accepted submissions will be automatically considered for the special issue of JTTT.

- Submission length: 2,500-5,000 words excluding the title, abstract, figures, tables, and references.
- Abstract maximum of 150 words.
- Maximum of four keywords.
- Indication of which of the two themes (Instructional Innovations or Impactful Discoveries) applies.

### **2. Working-paper and poster**

A working-paper or poster reports the work-to-date of a research paper, case study, curriculum module, teaching method, or other original work. Accepted submissions will be automatically considered for the Research Note section of JTTT.

- Submission length: 1,000-1,500 words excluding the title, abstract, figures, tables and references.
- Abstract maximum of 150 words.
- Maximum of four keywords.
- Indication of which of the two themes applies.

### **3. Workshop**

Led by the presenter, a workshop will be an interactive exercise or demonstration that focuses on the know-how of conducting a research project, developing a curriculum module, and implementing a teaching method. It may also be presented as a debate with a panel of experts. Accepted submissions will be automatically considered for the Pedagogical Note section of JTTT.

- Submission length: 500-1,000 words describing the purpose and key issues to be addressed, targeted participants, and expected outcome.
- Abstract maximum of 150 words
- Maximum of four keywords
- Indication of which of the two themes applies.

## **SUBMISSION PROCESS:**

- Complete the brief submission form and upload your paper in PDF format at <https://easychair.org/conferences/?conf=istte2021> by 11:59 pm **May 31, 2021** (Eastern Daylight Time, USA). If you are not able to access the website from your location, please email your work to co-chairs.
- Your PDF paper should begin with a title page that includes (a) title, (b) abstract, (c) keywords, and (d) type of submission (full paper, working paper, poster, or workshop). Authors' names and affiliations should not be indicated on the title page.
- Your PDF paper's file name should be the title of the paper. The paper should be formatted in the font of 12-point Times New Roman, 1.5 inch left margin and one inch all other margins of letter-size.
- If your original paper is in languages other than English, please complete the brief submission form in English and upload your original paper in PDF file.
- Notification of review results by **July 1, 2021**.
- Revised submissions are due for inclusion in the conference proceedings by **August 1, 2021**. At least one of the authors should register for the conference by this date. The 2021 conference registration is complimentary to graduate students and current ISTTE members.

## **AWARDS**

There will be three award categories: Best Paper (Case Study, Curriculum Module, Teaching Method), Best Working-paper or poster, Best Workshop. Using the initial reviewers' evaluations to shortlist potential award candidates, the award recipients will be selected based on the review of the final submissions by the program committee. The shortlisted papers will be recognized as highly commended.

## **PUBLICATION PLAN**

A conference proceedings of all contributions will be compiled to include the author's choice of either the accepted work in its entirety or only the abstract. Accepted **full** papers will be considered for publication in the special issue of JTTT. Accepted working-papers, posters, and workshops will be considered for inclusion in one of the appropriate sections of regular 2022 issues of JTTT.

## **FURTHER INQUIRIES**

Inquiries about the submission or review process should be addressed to Professors Cai and Wolfe, Co-Chairs of the Academic Committee. Conference program and updates can be found at <http://istte.org/>.

Liping A. Cai, Ph.D., MBA  
Professor & Director  
Purdue Tourism & Hospitality Research Center  
[liping@purdue.edu](mailto:liping@purdue.edu)

Kara Wolfe, Ph.D.  
Editor-in-chief  
Journal of Teaching in Travel & Tourism  
[kara\\_wolfe@asun.edu](mailto:kara_wolfe@asun.edu)