AIRTH 2019 conference **& optional events at IMC** Innsbruck 2019 — International Mountain Conference

Alliance for Innovators and Researchers in Tourism & Hospitality 2019 Conference
September 12 to 14, 2019, Innsbruck, Austria

International Mountain Conference Tourism Workshops
Optional: September 11-12, 2019, Innsbruck, Austria

Call for Papers – Academics and Practitioners

THEME

Innovation and Entrepreneurship for Sustainable Success

HIGHLIGHTS

- Registration discount for AIRTH Encyclopedia contributors (details below)
- Optional Wednesday, **September 11**: Attendance of International Mountain Conference with keynote on "overtourism" and tourism workshops (details below)
- Thursday, **September 12**: stand-up presentations at University of Innsbruck and optional International Mountain Conference event
- Friday & Saturday, **September 13 & 14**: road trips to innovative businesses for industry insights and additional stand-up presentations on site. Tentative venues:
    - Area 47
    - Swarovski Crystal World
    - Witches' Water
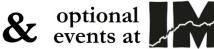   - Hohe Salve

GOALS AND TOPICS

The AIRTH 2019 conference focuses on – but is not limited to – innovation and entrepreneurship research and development that enable destinations and tourism service providers to succeed in a competitive environment in a sustainable way. The conference serves two main goals:

1. **Facilitate exchange of ideas on innovation and entrepreneurship research**
2. **Provide on-site experiences to learn about entrepreneurial and innovative practices for research and teaching**

The conference covers the following areas:
- Business models – fostering and supporting sustainable business model innovation
- Human resources and leadership – enabling sustainable innovation and entrepreneurship
- Experience design – design settings for sustainable innovation and entrepreneurship success
- Governance – actors, roles and relationships supporting sustainable innovation and entrepreneurship
- Productivity & scalability – effectively and efficiently delivering sustainable innovation
- Operations – service operation aspects facilitating sustainable innovation
- Innovation and entrepreneurship science – state-of-the art-in tourism and hospitality
- Open platforms for innovation – open systems supporting and enabling sustainable innovation
- Technology – improving service quality and experiences
- Customer insights – learning about actions desired by consumers

www.AIRTH.global   www.uibk.ac.at/congress/imc2019

Notes for practitioners:

We encourage submissions of case studies, best practices, "lessons learned", particularly related to:

- Challenges in an innovation project and how they were overcome.
- How to measure success and failure of innovation projects?
- How to communicate with stakeholders and secure their continued support?

Notes for academics:

We invite scholars to submit abstracts relating to one of the above-listed sub-streams/topics.

- Both empirical and conceptual studies are welcome.
- Reviews, empirical studies of innovation and entrepreneurship and behavioral work are particularly welcome.

HOST CITY, VENUES & ORGANIZERS

Innsbruck, Austria is located in the heart of the alps and is the capital of the state Tyrol. The local airport (INN) is 20 minutes from downtown by city bus (EUR 3) and the local train station is in walking distance to the university and downtown. The conference is organized by AIRTH and Martin Schnitzer, Senior Scientist in Sport Tourism, University of Innsbruck. Presentations take place at the university and at select venues in Tyrol we visit as part of the road trip experience.

AWARDS

- Best academic presentation
- Best practitioner presentation

ABSTRACT SUBMISSION

- All abstracts must be submitted through tis online form:
  https://virginiatech.qualtrics.com/jfe/form/SV_8CwWkYZ6ReqwZE1
- The committee selects abstracts on a competitive basis.
- At least one author has to register for the conference; max two presentations per author.
- Authors keep the copyright. Abstracts are only published in the conference program.
- Keep abstracts to max 1 page single-spaced, 12pt including up to five (5) references. ONLY use these templates: Academic abstract template and Practitioner abstract template

Submission timeline

- Abstract submission: Sunday March 17, 2019 at 23:59 Central European Time.
- Acceptance notification: latest Sunday March 31, 2019.

COMMITTEE

- AIRTH 2019 local organizer Martin Schnitzer, University of Innsbruck, Austria
- AIRTH Co-Chair Dejan Križaj, University of Primorska, Slovenia
- AIRTH Co-Chair Florian Zach, Virginia Tech, USA
- Gunnar Þór Jóhannesson, University of Iceland, Iceland
- Juan Luis Nicolau, Virginia Tech, USA
- Stephan Reinhold, Lineaus University, Sweden
- Carina Ren, Aalborg University, Denmark
- Vinod Sasidharan, San Diego State University, USA
- Iis Tussyadiah, University of Surrey, UK
- Zheng Xiang, Virginia Tech, USA

IMC OPPORTUNITY AND AIRTH ENCYCLOPEDIA DISCOUNT

International Mountain Conference 2019 offer for Wednesday-Thursday, September 11-12
- AIRTH participants can attend the IMC events for EUR 100
- Olivier Henry Biabaud on "Mapping the growing overtourism sentiment in Europe: what residents tell us"
- Workshop examples (more are available https://www.uibk.ac.at/congress/imc2019/program/):
  - Adapting tourism destinations to changing availability of resources
  - DMOs and Destination Governance in Transition
  - Managing major sports events in mountains – impacts, issues and development
  - Integrating agricultural and tourism supply chains for boosting marginal Mountain areas
- To have your abstracts considered for participation in the workshops – a 3-5 minute talk per abstract – please submit your abstract here: www.conftool.com/imc2019. Note: the deadline is February 10, 2019

AIRTH Encyclopedia contributor's thank-you discount
- Authors of an encyclopedia.AIRTH.global contribution since AIRTH 2017 (March 2017 in Portoroz, Slovenia) receive a EUR 50 discount.
- You can still submit contributions latest by the abstract submission deadline to florian@vt.edu.
- See examples here and check instructions – key focus: laymen's English. If approved, the discount will be applied.
- Submission templates: Theoretical summary template and Business case template

ABOUT AIRTH
AIRTH was founded in 2017 as a global network of innovation-minded practitioners and researchers in tourism & hospitality with the goal to drive innovation and entrepreneurship research and spur innovation projects. Its mission is to foster interdisciplinary research to develop and implement innovations that contribute to the sustainable development of destinations and tourism & hospitality businesses. To create and disseminate knowledge AIRTH engages in two activities:

- AIRTH encyclopedia (encyclopedia.AIRTH.global) for practitioners to share their experiences in a mini-case study format and for academics to share their insights in laymen's English.
- Dedicated bi-annual AIRTH conferences (first one was 2017) and partner with established conferences in off years (ATLAS in 2018).