Call for Papers and Presentations
Heritage, Tourism and Hospitality, International Conference | HTHIC2020
Living Heritage and Sustainable Tourism
Mendrisio, Switzerland
6-8 April 2020
www.heritagetourismhospitality.org

Following successful conferences in Istanbul (Turkey), Amsterdam (Netherlands) and Pori (Finland), USI – Università della Svizzera italiana (Lugano, Switzerland) and consultancy Elgin & Co. (The Hague, Netherlands) are pleased to announce the 4th Heritage, Tourism and Hospitality, International Conference (HTHIC2020) and cordially invite researchers, practitioners and policy makers to contribute to the overall theme Living Heritage and Sustainable Tourism.

About HTHIC – Preservation, Presentation, Promotion and Profit

HTHIC was established by Frank Go, late professor of Tourism Management at Rotterdam School of Management, Erasmus University, and Karin Elgin-Nijhuis. It focusses on the following question How can tourism destinations succeed in attracting tourists while simultaneously engaging all stakeholders in contributing to the preservation of natural and cultural heritage?

The conference offers a unique forum for researchers, practitioners and policy makers working in tourism, heritage, hospitality, geography, archaeology, architecture and related fields, to share research and experience on aspects of preservation, (re)presentation, promotion and profit (in the sense of benefits for all involved stakeholders), and to bridge theory and practice.

HTHIC 2020 – Living Heritage and Sustainable Tourism

HTHIC2020 will focus on the theme Living Heritage and Sustainable Tourism with Mendrisio, in the Italian speaking Canton Ticino, Switzerland, as a fascinating example of ‘living’ tangible and intangible heritage. Mendrisio’s Holy Week Historic Processions are currently under evaluation to be included in the UNESCO Lists of Intangible Cultural Heritage. Delegates are invited to experience the Holy Week in Mendrisio and see the processions that will take place on 9 and 10 April, immediately after the Conference.

Conference Themes

The Conference welcomes research papers and presentations that contribute to the understanding of:

- Heritage, tourism and destinations: identity, branding and marketing
- Heritage, hospitality and sustainable tourism development
- Preserving, (re)presenting and communicating heritage
- Governance, partnerships and communities of practice
- ICTs to preserve and promote living heritage

HTHIC2020 will give special attention to papers related to the following topics:

- Religious heritage
- Slow tourism
- Intentional destruction and looting of heritage
Submissions

Research papers and research notes
Research papers should be innovative, so to advance the theoretical understanding of the multi- and cross-disciplinary field of heritage, tourism and hospitality. Research notes should present ongoing research projects and provide an introduction with a description of the project as well as a discussion of initial/partial results. Submissions will be subjected to blind review. Please refer to the Guidelines for Scientific Paper Submission document available on the Conference website and submit papers via https://easychair.org/conferences/?conf=hthic2020 for review and selection.

Presentations
Representatives of public and private, national, regional and city destination management and marketing organizations, cultural institutes and foundations, designers, technology providers, consultancies and other professionals and entrepreneurs working in the above mentioned fields and having valuable experience to report and present, are invited to submit presentation proposals. A template for presentation proposals is available on the Conference website. Proposals should be sent to info@heritagetourismhospitality.org.

Publication Opportunities
All accepted research papers will be published in the HTHIC2020 proceedings, a book (in electronic format) published by USI University Press and provided of an ISBN number. Authors of high-quality papers will be invited to contribute to a special issue in the scientific journal “Via. Tourism Review” (https://journals.openedition.org/105397?lang=en).

Registration
All presenters have to register for the conference by 6 January 2020 in order to have their accepted paper published in the HTHIC2020 Proceedings or their accepted presentation scheduled within the Conference program. Further information on the registration terms and conditions is available on the Conference website.

Important Dates

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<td>Deadline for submissions (research papers/notes and presentation proposals)</td>
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<td>31 October 2019</td>
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<td>7 December 2019</td>
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<td>22 December 2019</td>
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Conference Organisation

Elgin & Co. (Netherlands)
Karin Elgin-Nijhuis

UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites of USI - Università della Svizzera italiana (Switzerland)
Prof. Lorenzo Cantoni – Chair Holder
Dr. Silvia De Ascaniis – Chair Coordinator
Lea Hasenzahl – Research Assistant

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All inquiries can be sent to info@heritagetourismhospitality.org.