ADM 2024

6th Advances in Destination Management Forum

June 05-07, 2024
Lucerne, Switzerland

Organized by:

HSLU — Lucerne University of Applied Sciences and Arts

Linnæus University

Institute for Systemic Management and Public Governance — University of St.Gallen

Submission deadline:	Registration deadline:
January 31, 2024	**May 31, 2024**

Call for Papers & Contributions

The Lucerne University of Applied Sciences and Arts (HSLU), Institute for Systemic Management and Public Governance at University of St. Gallen (HSG) and Linnaeus University are jointly inviting you to **submit papers and contributions for the 6th Advances in Destination Management Forum** (short: ADM 2024).

The 6thADM 2026 will be hosted from **June 5-7, 2024 (Wed-Fri) at Lucerne University of Applied Sciences and Arts (Switzerland)**. Lucerne benefits on the one hand from its picturesque location on Lake Lucerne and its proximity of the Alps. The campus can be reached easily by train from Zürich Airport (ZRH), Geneve Airport (GVA) or EuroAirport Basel-Mulhouse-Freiburg (BSL, EAP, MLH).

The 2024 conference provides a great **opportunity to engage** with the different efforts aimed at advancing the manifold aspects of destination management from multiple perspectives. ADM 2024 seeks to connect different stakeholders in a meaningful dialogue on sustainable destination development.

ADM 2024 is co-chaired by Jürg Stettler (HSLU), Anna Para (HSLU), Stephan Reinhold (Linnaeus University), Pietro Beritelli (University of St. Gallen), and Christian Laesser (University of St. Gallen). They will be joined by a **panel of experts** for different topics and submission streams.

On behalf of the organizing committee, **we are looking forward to welcoming you in Lucerne!**

Kind regards,

Your hosts *Jürg, Anna, Stephan, Pietro* and *Christian*

Overview

1   Aim and scope of the conference

It is ADM's continued mission to bridge the gap between academic and practical efforts to improve the collective understanding and practice of destination management and marketing. This benefits industry, research, destination actors, and ultimately tourists. To connect these communities and join efforts, ADM biennially convenes industry professionals, destination stakeholders, and scholars interested in advancing research on the practice of managing and marketing tourist destinations.

The conference benefits from a mix of multifaceted perspectives contributed by researchers from different disciplines as well as practitioners with manifold backgrounds. This mix of perspectives drives stimulating, invigorating discussions of new insights and novel practices for sustainable destination development in the tourism sector and beyond.

The mix of perspectives and contributions also informs the 6 submission streams, which structure discussions at ADM 2024:

1. Managing tourism destinations with forward thinking destination governance.
2. Marketing of tourism destinations.
3. Sustainable development and building resilience at the destination level.
4. Transforming tourism destinations with new technologies.
5. Entrepreneurship and innovation in tourism destinations.
6. Open Advances.

2   Target groups and conference format

The **conference targets** two main groups that will share all sessions:

ACADEMIA	PRACTICE
Scholars at any career stage are invited to present new, topical research and research endeavors, which provides scientific insight or inspirational ideas within the scope of ADM or that challenges destination management practice.	Industry professionals, development agents, administrators, and other stakeholders are invited to present current, topical insights or challenges, which will provide guidance on how to deal with practical issues and stimulate future research.

The conference features **four** main **formats**:

1. **Keynotes** from academia and practice.
2. **Academic paper sessions** with oral presentations of scientific papers structured along the 6 submission domains. Each slot lasts 30 minutes and includes a 10-15 minutes presentation and 10-15 minutes of discussion.
3. **Practitioner presentation sessions** with oral presentations structured along the 6 submission domains. Each slot lasts 30 minutes and includes a 10-15 minutes presentation and a10-15 minutes of discussion.
4. The **Consensus on Advances in Destination Management** session. This final conference session is devoted to synthesizing and discussing the prevailing key issues in destination management that emerged over the course of ADM. The results of this session will be published as scientific article.

> **Please note: There are <u>no</u> parallel sessions. The conference is set up for participants to purposefully and reflectively challenge each other. This allows testing new ideas and the boundaries of existing knowledge or practices.**

3   Type of contributions

The **contributions** of the two target groups vary in aim and form. **Before making a submission, please consult the submission guidelines in the following section!**

ACADEMIA	PRACTICE
Aim: Scholars are invited to submit empirical and conceptual research that pushes the boundaries of existing knowledge and has the potential to inspire discussions. Theoretical relevance and managerial implications are as important as methodological rigor. **Form:** Any academic submission to the conference is by means of short papers (see submission guidelines for academic papers).	**Aim:** Practitioners are invited to provide state-of-the-art practical insights or domain-relevant challenges that hold potential to inspire insightful and controversial discussions. **Form:** Any practitioner submission to the conference is by means of a short presentation outline (see submission guidelines for practitioner presentations).

ADM streams

ADM 2024 invites contributions in **six different streams**. The subsequent paragraphs provide a quick spotlight for selected topics provided by some of the session chairs.

Stream 1: Managing tourism destinations with forward thinking destination governance

This stream invites contributions on a diverse range of topics related to effective destination management practices. We welcome submissions on subjects such as the future of DMOs, destination governance, management of finances and funding, and stakeholder management. The aim is to gain fresh insights and enhance our knowledge of these essential topics by exploring them from new angles.

Possible topics:
- Current and future trends in destination management
- Destination governance structures and processes
- Re-thinking governance in tourism
- Stakeholder theories and models in tourism
- Stakeholders' orientation
- Leadership of stakeholders' networks
- Networking and coopetition in tourism destinations
- Managing and allocation of resources in destinations
- Destination funding models
- Revenue generation models
- Taxes and financial challenges at destinations

Stream 2: Marketing of tourism destinations

The second session welcomes contributions that elaborate on current trends and problems of destination marketing. The aim of the stream is to reflect on current challenges and chances in destination marketing. In this session the topics on destination marketing strategies, digital marketing, marketing research, destination marketing tools are welcomed.

Possible topics:
- Foundations of destination marketing
- Destination marketing strategies
- Destination branding
- Destination positioning
- Digital marketing

Stream 3: Sustainable development and building resilience at the destination level

The next stream is dedicated to the role of sustainability in tourism destination development and building resilience. With this session we hope to contribute to the ongoing development of sustainable tourism practices and to promote sustainable tourism as a means of fostering economic growth, supporting local communities, protecting the environment and preserving cultural heritage. We also welcome contributions that examine the effects of external shocks on tourism destinations and strategies to mitigate their impact and discuss the post-crisis recovery.

Possible topics:
- Sustainable destination management
- Sustainable tourism planning
- ESG framework for tourism destinations
- Indicators for sustainable tourist destinations
- Eco-tourism
- Carrying capacity of tourism destination
- Supporting the interests of local communities
- Current challenges in destinations, incl. overtourism
- Crisis and external shocks management
- Post-crisis recovery planning
- Building resilience
- Risk analysis

Stream 4: Transforming tourism destination with new technologies

Technological breakthroughs and new technologies bring benefits and opportunities for development that also apply to tourist destinations. In this session we want to present the ideas and cases of using new technologies in destinations for various purposes, including transforming operations and business models. We also invite papers that cover the topic of digitization and use of data in destination.

Possible topics:
- New technologies in tourism
- Development of smart destinations
- Digitization and its impact on destinations` competitiveness
- Data and Data-driven decisions at destination level
- Role and potential of AI in tourism (e.g., Chat GPT)

Stream 5: Entrepreneurship and innovativeness in tourism destinations

This stream seeks to explore the role of entrepreneurship, entrepreneuring, and innovation in different destination settings. We welcome conceptual papers as well as empirical work on practices and case studies on innovation and entrepreneurship initiatives in rural and urban tourism destinations.

Possible topics:
- Entrepreneurial capacity building
- Nexus of entrepreneuring and destination development
- Innovation and innovativeness
- Small and family firms
- Innovations
- New ventures
- New product developments

Stream 6: Open Advances

The sixth stream welcomes all contributions that wish to address new issues, introduce new concepts and practices, or present noteworthy niche topics that do not match the other submission streams.

Guidelines for Academic Papers

1   Content and copyright

Academic submissions must take the form of a **short paper**. Short papers focus on a few main ideas of your work. They should explain the nature and purpose of the paper, its theoretical background, the research gap, the methodological approach, main findings, and contributions.

Copyrights remain with authors at all times; this allows for the submission of your most recent work (in progress) and to get feedback on your new ideas!

2   Format

Your submission should comprise approx. **5-8 pages (i.e., 3,000-4,000 words)**. Except for page limitations, we adhere to the **"Your-Paper-Your-Way"** formatting philosophy. Please be reasonable and consider your readers!

We supply conference attendees with a book of **abstracts**. To include your work, you must submit your abstract using the **template** on our website.

To handle the inflow of submissions, please do not forget to include the following information on the separate **title page** (see specimen to the right).

IMPORTANT: We ask you to **submit 3 files** via email to **adm@hslu.ch**
(1.) the abstract in our template; (2.) your short paper without identifiers; (3.) your title page.

Title
Short paper submission to ADM 2022
Submission stream: ##
MM/DD/YYYY
Author(s) details
Author(s) affiliation(s)
Email address(es)
* Identifier of corresponding author
Any necessary disclaimers and/or acknowledgements

3   Submission period

Start: Wednesday, November 1, 2023

End: Wednesday, January 31, 2024, 23:59:59 (CET)

4   Consensus 2012 to 2022

As a point of reference, the past St. Gallen Consensuses on Advances in Destination Management can be accessed via the following links to the *Journal of Destination Marketing & Management*:

Reinhold, S., Beritelli, P., Laesser, C. (2023). The 2022 Consensus on Advance in Destination Management, *JDMM*. doi: https://doi.org/10.1016/j.jdmm.2023.100797

Reinhold, S., Laesser, C., & Beritelli, P. (2018). The 2016 St. Gallen Consensus on Advances in Destination Management. *JDMM*. doi: http://dx.doi.org/10.1016/j.jdmm.2017.03.001

Reinhold, S., Laesser, C., & Beritelli, P. (2015) 2014 St. Gallen Consensus on destination management. *JDMM*. doi: http://dx.doi.org/10.1016/j.jdmm.2015.03.006

Laesser, C., & Beritelli, P. (2013). St. Gallen Consensus on Destination Management. *JDMM*. doi: http://dx.doi.org/10.1016/j.jdmm.2012.11.003

Guidelines for Practitioner Presentations

1   Content

Practitioner submission must take the form of a **presentation outline**. The outline is focused on the main ideas you would like to convey in your presentation. Please explain the purpose of your presentation, the main problems/ challenges discussed, your main content (any type/form), the conclusions you offer and possibly any a call for action directed at researchers or fellow practitioners.

Copyrights remain with authors at all times; this allows for the submission of your most recent work (in progress) and to get feedback on your new ideas!

2   Format

Your submission should comprise about **1-2 pages** of full text or bullet points. Except for page limitations, we adhere to the **"Your-Presentation-Your-Way"** formatting philosophy. Please be reasonable and consider your audience!

We supply conference attendees with a book of **abstracts**. To include your work, you must submit an abstract for your presentation using our **template**.

To handle the inflow of submissions, please do not forget to include the following information on a separate **title page** (see specimen to the right).

IMPORTANT: We ask you to **submit 3 files** via email to **destination.management@unisg.ch**:
(1.) the abstract in our template; (2.) your presentation outline; and (3.) your title page.

> **Title**
>
> *Presentation outline for ADM 2022*
>
> *Submission stream: ##*
>
> MM/DD/YYYY
>
> **Author(s) details**
>
> Author(s) affiliation(s)
>
> Email address(es)
>
> ** Identifier of corresponding author*
>
> *Any necessary disclaimers and/or acknowledgements*

3   Submission period

Start: Wednesday, November 1, 2023

End: Wednesday, January 31, 2024, 23:59:59 (CET)

4   Consensus 2012 to 2018

As a point of reference, the past St. Gallen Consensuses on Advances in Destination Management can be accessed via the following links to the *Journal of Destination Marketing & Management*:

Reinhold, S., Beritelli, P., Laesser, C. (2023). The 2022 Consensus on Advances in Destination Management, *JDMM*. doi: https://doi.org/10.1016/j.jdmm.2023.100797

Reinhold, S., Laesser, C., & Beritelli, P. (2018). The 2016 St. Gallen Consensus on Advances in Destination Management. *JDMM*. doi: http://dx.doi.org/10.1016/j.jdmm.2017.03.001

Reinhold, S., Laesser, C., & Beritelli, P. (2015) 2014 St. Gallen Consensus on destination management. *JDMM*. doi: http://dx.doi.org/10.1016/j.jdmm.2015.03.006

Laesser, C., & Beritelli, P. (2013). St. Gallen Consensus on Destination Management. *JDMM*. doi: http://dx.doi.org/10.1016/j.jdmm.2012.11.003

Important Dates and Deadlines

January 31, 2024	**Submission of papers (academia) and presentation outlines (practice)** via email to adm@hslu.ch
March 01, 2024	Author notification
March 01, 2024	Registration (early bird) opens
April 16, 2024	Registration (regular) opens
June 5, 2024	**Conference starts** (informal get together June 4, 2024; 18:00)

Conference Programme (tentative)

Tue, June 4, 2024	**Evening** Informal Get-Together
Wed, June 5, 2024	**Morning**: (9-13 hrs) Registration Opening, Welcome, Keynote 1+2 (tba) Academic Paper and Practitioner Presentation Sessions **Afternoon**: (14-18 hrs) Academic Paper and Practitioner Presentation Sessions **Evening**: (from 19 hrs) Welcome Reception
Thu, June 6, 2024	**Morning**: Keynote 2 (tba) Academic Paper and Practitioner Presentation Sessions **Afternoon**: Academic Paper and Practitioner Presentation Sessions **Evening**: Dinner
Fri, June 7, 2024	**Morning**: Academic Paper and Practitioner Presentation Sessions **Afternoon**: Consensus on Advances in Destination Management **Evening**: Conference Dinner

(tba): to be announced.

Summary of conference information

Submission due	January 31, 2024 (23:39 CET)
Author notification	March 01, 2024
Conference date	June 5-7, 2024
Location	Lucerne University of Applied Sciences and Arts, Lucerne, Switzerland
Travel	Direct flights to Zurich Airport (ZRH), Geneva Airport (GNV) and to EuroAirport Basel-Mulhouse-Freiburg (BSL, EAP, MLH).
	Lucerne can be easily reached by train from Zurich airport (70 minutes), Geneva airport (3 hours) Basel airport (2 hours and 15 minutes).
	Direct train connections to Basel and Zurich available from Germany, Austria, Italy, France.
Accommodation	Conference rates and recommended alternatives available closer to registration on the website or via secretariat.
Conference fee	Regular conference fee: 680 CHF
	Reduced fee (PhD candidates, students): 580 CHF
	Early bird fee: 630 CHF (01.03.2024-15.04.2024)
Contacts	Conference secretariat at: adm@hslu.ch
	Anna Para, Marion Gerber

For further information, please visit: www.advances-destinationmanagement.com

or contact us directly via email: adm@hslu.ch