



中国旅游教育合作联盟
CHINA TOURISM EDUCATION ALLIANCE

CALL FOR PAPER

2023 Frontiers in Hospitality and Tourism Annual Research Symposium

Hosted By



南开大学 旅游与服务学院
Nankai University COLLEGE OF TOURISM AND SERVICE MANAGEMENT

Co-organizers



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU



工商管理學院
FACULDADE DE GESTÃO DE EMPRESAS
FACULTY OF BUSINESS ADMINISTRATION



復旦大學 旅游学系
THE DEPARTMENT OF TOURISM, FUDAN UNIVERSITY



中山大学管理学院
SCHOOL OF BUSINESS
SUN YAT-SEN UNIVERSITY

Time and Location

October 13-15 2023

Nankai University, Tianjin, China

(Please refer to the coming notice)



中国旅游教育合作联盟
CHINA TOURISM EDUCATION ALLIANCE

Chair

Dr. XU Hong

Professor, Dean, College of Tourism and Service Management, Nankai University

Dr. LI Hui

Professor, Associate Dean, College of Tourism and Service Management, Nankai University

Partner Journal

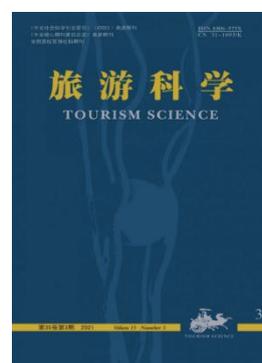
Journal of Hospitality and Tourism Research



Tourism Tribune



Tourism Science





中国旅游教育合作联盟
CHINA TOURISM EDUCATION ALLIANCE

Calling for Submissions

We are pleased to announce that the **2023 Frontiers in Hospitality and Tourism Annual Research Symposium** will be held in Nankai University, Tianjin, China from 13 to 15 October 2023. The Symposium is initiated by the China Tourism Education Alliance and co-organized by **Nankai University, University of Macau, Fudan University, and Sun Yat-sen University**. This year's theme of the Symposium is **"Change and Challenge: The Innovative Development in Culture and Tourism"**. It will focus on a series of topics on the new changes, new opportunities, and new driving forces for the high-quality development of the culture and tourism industry, discussing the new theoretical breakthroughs and practices from the high-quality development of the culture and tourism industry in advancing Chinese modernization.

The Symposium is sponsored by the ***Journal of Hospitality and Tourism Research***, ***Tourism Tribune***, and ***Tourism Science***.

1. Research Tracks (including but not limited to the following topics)

- Emerging changes of customer behavior and market in culture and tourism
- Culture and tourism and Chinese modernization in new era
- Innovation of destination marketing
- Multi-agent innovation in tourism with the new opportunities
- Big data and new technology in culture and tourism
- Rural vitalization and rural tourism
- Urban renewal and new forms of tourism
- Artificial Intelligence and future of hospitality & Tourism
- Metaverse and hospitality & tourism
- Wellbeing and hospitality & tourism
- Sustainability and business resilience in hospitality & tourism
- Innovation and development of event industry
- Undergraduate Innovation Research Forum (Undergraduate as first author)



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2. Submission and key dates

Submission Language:	Chinese, English
Extended abstract submission deadline:	May 13, 2023
Notification of acceptance for Extended abstract:	May 31, 2023
Full paper submission deadline:	Jul. 31, 2023
Early-bird registration:	Aug. 1—Sep.15, 2023
Regular registration:	Sep. 16—Oct. 12, 2023
On-site Registration:	Oct. 13, 2023

3. Submission Guide for extended abstract and full paper in Chinese

(1) Submission instruction

- Extended abstract: no more than 1000 words; please indicate the title, author affiliations, and no more than five keywords.
- Full paper: 6000-12000 words in length.
- Email for submission: Submitting the contributions to the symposium email CTEA2023@nankai.edu.cn with the subject “**2023 Tourism Frontier Symposium + Corresponding Author Name + Paper Title**”.

(2) Evaluation criteria

- The key evaluation criteria include whether a contribution makes an **IMPACT** – Is the research innovative, meaningful, practically relevant, academically rigorous, cross-disciplinary and theorizing-focused? Does the research tackle a **transformative** issue, creating **transcendent** knowledge and showing **tremendous** potential for future research on the topic?
- The best paper(s) in Chinese will have a chance to be invited to submit for publication in partner journals — Tourism Tribune, or Tourism Science. The selected paper(s) will go through a double-blind review process managed by the editorial team of the respective journal. Paper(s) submitted must comply with the submission guidelines and quality standards of the journals.





4. Submission Guide for extended abstract and full paper in English

(1) Submission instruction

- Extended abstract: no more than 1000 words; please indicate the title, author affiliations, and no more than five keywords.
- Full paper: 5000-9000 words in length.
- Submission:
 - ✓ Submitting the extended abstract to the symposium email CTEA2023@nankai.edu.cn with a subject of “**2023 Tourism Frontier Symposium + Corresponding Author Name + Paper Title**”.
 - ✓ The corresponding author of an accepted abstract will be invited to submit a full manuscript. The final submission deadline is July 31, 2023. Please submit through the JHTR portal at <https://mc.manuscriptcentral.com/jhtr> and select the “**2023 Tourism + Research Symposium**” submission category.
 - ✓ After the full paper is submitted, please send a confirmation email for your full-paper submission to the symposium email CTEA2023@nankai.edu.cn with the subject of “**JHTR Submitted + 2023 Tourism Frontier Symposium + Corresponding Author Name + Paper Title**”.

(2) Evaluation criteria

- The key evaluation criteria are whether a contribution makes an IMPACT – Is the research innovative, meaningful, practically relevant, academically rigorous, cross-disciplinary and theorizing-focused? Does the research tackle a **transformative** issue, create **transcendent** knowledge and show **tremendous** potential for future research on the topic?
- The best paper(s) in English will have a chance to be invited to submit for publication in a partner journal, Journal of Hospitality and Tourism Research. The selected paper(s) will go through a double-blind review process managed by the editorial team of the respective journal. Paper(s) submitted will need to comply with the journal’s submission guidelines and quality standards.





5. Submission Guide for Undergraduate Innovation Research Forum

"Excellent Undergraduate Papers" and "Excellent Advisor" will be selected separately from the "Undergraduate Innovation Research Forum". Undergraduates are welcome to participate in scientific research and innovation, contribute, and come to the forum for an exchange! Instructions for submission are as follows:

- Undergraduate students should be the first author of the manuscript, and the "Undergraduate Innovative Research Forum" should be marked in the manuscript.
- Long abstract (in Chinese or English): No more than 1000 words; Please indicate the title, author and no more than 5 key words.
- Full paper (Chinese or English): The full paper is about 6000-12000 words.
- How to submit: please send to the symposium email CTEA2023@nankai.edu.cn, and indicate "**2023 Tourism Frontier Forum + Undergraduate + Corresponding author's name + paper title**" (the subject of the email can be in Chinese or English).

6. Stay in Touch

- Email: ctsm@nankai.edu.cn
- Contact Number: (86) 22-83662636
- Wechat group code for enquiries: Please refer to the coming notice.

7. Organizing committee member

Director:

- **Dr. ZHOU Jie**, Associate Professor, Head of the Department of MICE Economics and Management, College of Tourism and Service Management, Nankai University

Members:

- **Dr. CHENG Hongbo**, College of Tourism and Service Management, Nankai University
- **Dr. DAI Meiling**, College of Tourism and Service Management, Nankai University
- **Mr. HAN Dong**, College of Tourism and Service Management, Nankai University
- **Mr. HUANG Qing**, College of Tourism and Service Management, Nankai University





- **Dr. JIAO Yan**, College of Tourism and Service Management, Nankai University
- **Dr. MA Shigui**, College of Tourism and Service Management, Nankai University
- **Dr. SU Xing**, College of Tourism and Service Management, Nankai University
- **Ms. SUN Xian**, College of Tourism and Service Management, Nankai University
- **Dr. XU Chunqiu**, College of Tourism and Service Management, Nankai University
- **Ms. YANG Tingting**, College of Tourism and Service Management, Nankai University
- **Dr. ZHANG Beile**, College of Tourism and Service Management, Nankai University
- **Dr. ZHANG Junjiao**, College of Tourism and Service Management, Nankai University

8. Scientific Committee / Paper Review Committee Members

Director:

- **Dr. LI Chunxiao**, Associate Professor, Director of Graduate Programme, College of Tourism and Service Management, Nankai University

Members:

- **Dr. MIAO Li**, Professor, Head of Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau, Editor-In-Chief of *Journal of Hospitality and Tourism Research*
- **Dr. YAN Xuyang**, Professor, Executive Vice Dean, Tourism College, Beijing Union University, Editor-In-Chief of *Tourism Tribune*
- **Dr. ZHANG Hongmei**, Professor, Vice Dean, Shanghai Institute of Tourism, Shanghai Normal University, Editor-In-Chief of *Tourism Science*
- **Dr. BA Zhaoxiang**, Professor, Director of Teaching and Research Section, Department of Tourism, Fudan University
- **Dr. BI Jianwu**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. CHEN Ye**, Professor, Associate Dean, College of Tourism and Service Management, Nankai University
- **Dr. CHEN Feier**, Assistant Professor, Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau



- **Dr. CHEN Yujia**, Assistant Research Fellow, College of Tourism and Service Management, Nankai University
- **Dr. CHENG Hongbo**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. HAN Xiaoyun**, Professor, School of Business, Sun Yat-sen University
- **Dr. HOU Yuansi**, Associate Professor, Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau
- **Dr. HUANG Jing**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. HUANG Huiling**, Associate Professor, Department of Integrated Resort and Tourism Management, Faculty of Business Administration, University of Macau
- **Dr. JIAO Yan**, Associated Professor, College of Tourism and Service Management, Nankai University
- **Dr. LI Meiyun**, Associate Professor, School of Business, Sun Yat-sen University
- **Dr. LI Xiaoyi**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. LIANG Sai**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. LIU Jingyan**, Professor, School of Business, Sun Yat-sen University
- **Dr. LUO Hao**, Associate Professor, School of Business, Sun Yat-sen University
- **Dr. MA Xiaolong**, Professor, College of Tourism and Service Management, Nankai University
- **Dr. SHI Peihua**, Professor, College of Tourism and Service Management, Nankai University
- **Dr. SONG Yun**, Associate Professor, School of Business, Sun Yat-sen University
- **Dr. SU Xing**, Lecturer, College of Tourism and Service Management, Nankai University
- **Dr. SUN Ning**, Assistant Research Fellow, College of Tourism and Service Management, Nankai University



- **Dr. SUN Yunlong**, Associate Professor, Associate Dean, Department of Tourism, Fudan University
- **Dr. Tafazal Kumail**, Assistant Research Fellow, College of Tourism and Service Management, Nankai University
- **Dr. WANG Sha**, Associate Professor, Department of Tourism, Fudan University
- **Dr. WANG Jingna**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. WU Chenguang**, Professor, School of Business, Sun Yat-sen University
- **Dr. XIE Lishan**, Professor, School of Business, Sun Yat-sen University
- **Dr. YANG Dejin**, Associate Professor, Associate Dean, College of Tourism and Service Management, Nankai University
- **Dr. YAO Yanbo**, Professor, Associate Dean, College of Tourism and Service Management, Nankai University
- **Dr. YI Zhibin**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. YU Haibo**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. ZHANG Kun**, Associate Professor, College of Tourism and Service Management, Nankai University
- **Dr. ZHANG Beile**, Lecturer, College of Tourism and Service Management, Nankai University
- **Dr. ZHANG Junjiao**, Assistant Research Fellow, College of Tourism and Service Management, Nankai University
- **Dr. ZHENG Danni**, Associate Research Fellow, Department of Tourism, Fudan University