



CALL FOR PAPERS
BEST EN Think Tank XX:
"Smart Tourism for Sustainable Destinations"
June 23-26, Greenwich, United Kingdom, hosted by
Department of Marketing, Events & Tourism, University of Greenwich

We warmly invite you to the BEST EN Think Tank XX to be held in Greenwich, United Kingdom from June 23-26, 2020 in conjunction with the Department of Marketing, Events & Tourism, University of Greenwich.

The theme of Think Tank XX is “Smart Tourism for Sustainable Destinations”.

"Smart" is a buzzword that has been used to describe the increasing reliance of tourism destinations and businesses on different forms of ICT to increase the quality of the experience of visitors and improve residents' quality of life. By collecting, exchanging and processing data using ICT, destination stakeholders are able to create so-called smart experiences, business ecosystems and livable destinations. To date, most attention has been paid to the role of ICT in enhancing the visitor experience; however, many questions still remain undiscussed. For example, can ICT enhance the sustainability of tourism destinations and business ecosystems, can ICT help manage visitor flows and negative impacts, can smart governance help preserve heritage resources in destinations.

The 2020 BEST EN Think Tank will explore in more detail the sustainability aspects of smart tourism. It will examine three key questions;

- **how can the use of smart technologies contribute to economic, environmental, cultural and social sustainability in tourism destinations?**
- **how does collecting, exchanging and processing data using ICT contribute to improving the quality of life for residents and the quality of experience for visitors?**
- **how do "smart" business solutions help in stakeholder engagement, collaboration and communication?**

The focus of our collaborative Think Tank is on the joint production of outputs including **teaching support materials**, the **BEST EN Online Lecture** series and a **research agenda**. As with previous Think Tanks, outputs will be accessible to all (under a creative commons license) for further development and use in teaching and research (e.g., <http://www.besteducationnetwork.org>). These outputs are focussed on the relevant Think Tank Theme and it is important for participants seeking to present a paper to remember that they must link their paper clearly and in detail to the think tank theme which is always focussed on some aspect of tourism and sustainability.

Participants are welcome to present state-of-the-art empirical or conceptual research papers, case study papers or critical analyses of issues which will contribute to inspiring, critical and constructive sessions

on the Think Tank Theme. We encourage multi-disciplinary and inter-disciplinary submissions. The range of sub-topics related to “Smart Tourism for Sustainable Destinations” includes:

- **Smart Tourism and Sustainability – cases, issues and challenges**
- **Theoretical, conceptual and methodological approaches for enhancing tourism sustainability through smart tourism applications**
- **Understanding the economic, environmental, cultural and social impacts of smart tourism**
- **Co-creation of smart sustainable tourism experiences**
- **The use of ICT in enhancing the sustainability of visitor experiences**
- **Big data analytics in supporting sustainability at smart tourism destinations**
- **Understanding the role of smart tourism in enhancing the well-being/quality of life of tourism stakeholders**
- **The application of ICT in shaping tourist sustainable behaviours**
- **Smart governance and heritage management**
- **Smart governance and destination management, including stakeholder engagement, collaboration and communication**
- **Branding and marketing of smart and sustainable tourism destinations, and**
- **Topics linked to sustainable tourism education**

We invite potential authors to submit either an abstract or full paper for consideration by the Think Tank’s scientific committee. Early submission of abstracts and papers is encouraged and will expedite the review process for those needing advanced notification of the status of acceptance. **The deadline for both abstract and paper submission is the 30th of March 2020.**

Abstracts should be between 500 and 1,500 words (excluding references). Abstracts without references and outside these word limits will not be accepted. Full papers should be no more than 6,000 words in length (excluding tables/references). Authors should follow the guidelines for submissions at the end of this document.

The review process will start on the 1st of December 2019; authors should receive notification of acceptance within 6 weeks of submission. Winners of the BEST EN Outstanding Paper Award will be selected from full papers that best reflect the theme of Think Tank XX.

Please submit abstracts and papers to the BEST EN Secretary John Pearce at bestthinktank@gmail.com

Full papers will go through a **double blind peer review process** and abstracts will go through an editorial review process. Final versions of abstracts and full papers, addressing suggested revisions from the review process, must be submitted by the 1st of June, 2020, and will be published by BEST EN (under the Creative Commons license) in the Think Tank’s electronic proceedings and will be accessible on the BEST EN website. A condition of paper publication is that at least one author must attend the Think Tank for its entire duration. As the BEST EN Think Tank is focussed on collaborative production of new knowledge and the paper presentations play an important but small part of the Think Tank, it is expected that paper presenters will register for the entire Think Tank and participate in the workshop sessions as well as their paper presentation sessions.

Guidelines for Abstract and Full Paper Submissions

- Only Word documents will be accepted
- PLEASE DO NOT use
 - o footnotes,
 - o page numbers,
 - o Word headings,
 - o More than 2 levels of subsection headings/sub-titles (please do not number any titles or sub-titles),
 - o Or add anything to headers or footers.
- The main text should be Times New Roman size 11, spaced 1.5pt, with a space after the paragraph only
- The text should be left aligned throughout
- All figures and tables should be integrated into the text at the appropriate places.
- Table and figure titles should be **Times New Roman 11, bold**
- **The paper title should be in times new roman 12, bold, not capitalised**
- **Section titles should be times new roman 11, bold, not capitalised**
- *Sub section titles should be times new roman 11, italicised, not capitalised*
- All submissions, including abstracts, must have references submitted in the APA format (see <https://apastyle.apa.org/> for guidance)
- All submissions must have the following title page
 - Title of the Paper
 - Blank line
 - Author One First name and Surname*, Author Two First Name and Surname ^ & Author Three First name and Surname°
 - Blank Line
 - *University or institution of author one, Country, email.address@authorone
 - ^University or institution of author two, Country, email.address@authortwo
 - °University or institution of author three, Country, email.address@authorthree
 - Blank Line
 - Acknowledgements if relevant
 - Blank Line
 - Key words:** 4-6 words or phrases describing the submission
 - Blank line
 - Suggested Theme** that the submission is most closely linked to
 - Blank line
 - If you are required by your funding body or employer to give a presentation rather than a poster please note this here
- All submissions must have the following sections
 - o Introduction finishing with a clear aim for the submission
 - o Contribution of the submission to understanding, demonstrating or enhancing the sustainability of destinations and/or tourism
 - o Literature review
 - o Conclusions highlighting the link between the paper and the Think Tank theme
 - o References (see above)
- Submissions, including abstracts, based on empirical research must include the following sections
 - o Methodology
 - o Results and Discussion