



**Dossier of the 31st  
INTERNATIONAL  
TOURISM STUDENT  
CONFERENCE**

**ITSC MADRID 2016**

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## 1. Organizational committee

The organizational committee is represented by a group of enthusiastic and dedicated students guided by their professors and coordinators in order to transform the 30<sup>th</sup> edition of the ITSC in an unforgettable experience. The event will be celebrated from 19<sup>th</sup> till 22<sup>nd</sup> of April in the Faculty of Juridical and Social Sciences that forms part of the University of Rey Juan Carlos.



Organizational committee ITSC 2016

### From left to right:

Javier de Esteban Curiel

Blanca Kraljevic Mujic

Andrea Muñoz Maté: Degree in Tourism.

Antonette Maligaya Kison: Degree in Tourism.

Fernando Labián Fernández-Pacheco: Grado de Marketing.

Ani Rumenova Miteva: Grado de Marketing.

Aitor San Martín Romero: Degree in Tourism.



## 2. Newsletters

**31<sup>ST</sup> INTERNATIONAL TOURISM STUDENT CONFERENCE**  
**19<sup>th</sup> April – 23<sup>rd</sup> April 2016**  
**1<sup>st</sup> Newsletter, February 2016**



<b>CENTRAL THEME</b>	<b>Smart Tourism Destinations – Do Visitors Really Need Them?</b>
<b>ORGANIZING INSTITUTION</b>	<b>Universidad Rey Juan Carlos, Madrid, Spain</b>
<b>MAIN OBJECTIVE</b>	Via research projects and the sharing/discussion of results, encourage inter-cultural exchange between students from different countries specializing in tourism, hospitality and leisure management studies.
	<p><b>Dear students, dear colleagues,</b></p> <p>The 31<sup>st</sup> International Tourism Students Conference (ITSC) will be hosted by the Rey Juan Carlos University, Madrid (Spain). We are looking forward to welcoming all of you in April 2016. In this first Newsletter, we will provide you with some background and general information about ITSC 2016, as well as a presentation of the first draft of the programme.</p>
<b>HISTORY OF THE ITSC</b>	<p>ITSC started in 1986 as a link between the Tourism Department of the Université de Savoie's Management institute (France) and Hochschule Heilbronn (Germany). The link was extended rapidly to include the NHTV Breda University of Applied Sciences (The Netherlands) and Bournemouth University (UK). As the number of participating Institutions extended to include universities outside Europe, the scale of the event became even larger and the title of the conference was modified to "International" in 1996.</p> <p>The number of new members is steadily increasing, but the main aim is still to maintain the spirit of togetherness and cohesion, which is relevant to small-scale and collaborating groups of students.</p> <p>The ITSCs are unique events and they are of great value, both for participating students and universities. Although there are several international meetings for tourism educators, ITSC is one of few annual events where students present research findings to international academic colleagues.</p>
<b>CONFERENCE OBJECTIVES</b>	Provide an event for interaction and information exchange among students from different countries who are studying in

the fields of tourism, hospitality management and leisure studies.

Create an opportunity for students to improve their skills in conducting research and presenting the findings of their research endeavours.

Familiarize students with academic and professional conference procedures and international networking.

## ITSC OBJECTIVES

ITSC aims to consist of at least the following items:

- A presentation of every delegation's institution and country
- A presentation of every delegation's research findings focused on the conference theme
- Development of the conference theme through keynote lecturers, presentations, workshops and discussion forums
- Familiarization with aspects of tourism management in the host town/region or country
- Social and cultural events to encourage interaction between students from the participating institutions

## SPECIFIC DESCRIPTION

In order to meet the objectives that are set for ITSC, the following specifications should be followed:

- Students must be following courses focused on tourism or hospitality management and marketing and/or the leisure industry. Students are expected to be in 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> year of their studies.
- English will be used as the common language.
- Each delegation will be under the responsibility of at least one educator, who will oversee the preparation of the research and presentation. The educators are required to accompany their delegation
- Each delegation will consist of a maximum of 8 students.
- In view of the student audience, costs will be kept to a strict minimum. It is expected that the participating institutions will pay some of their students' costs and cover the expenses of the accompanying staff. The host university is expected to cover some of the reception costs.
- This conference and its activity are placed under the authority of the ITSC Committee, comprising Hochschule Heilbronn (Heilbronn University of Applied Science), NHTV Breda (University of Applied Sciences), Université de Savoie, and the university organizing the conference.

**WEBSITE & SOCIAL MEDIA**

An official website is provisioned to be constructed for accommodating the needs of the conference and keeping track of the past conferences. Social media will be the responsibility of the students hosting and participating in the conference.

**OUR GUESTS**

The Rey Juan Carlos University, Madrid will invite the following universities to participate in ITSC 2016 as fulltime members:

- **Finland**, Haaga-Helia University of Applied Sciences – Porvoo
- **France**, Université de Savoie – Chambéry
- **Germany**, Heilbronn University – Heilbronn
- **Greece**, Alexander Technological Educational Institute – Thessaloniki
- **Italy**, University of Milano-Bicocca
- **Netherlands**, NHTV Breda University of Applied Sciences – Breda
- **Portugal**, University of the Algarve – Faro
- **Sweden**, Dalarna University – Borlange

**THEME OF ITSC 2016**

The theme of this year's conference will be:  
**Smart Tourism Destinations – Do Visitors Really Need Them?**

**THE RESEARCH PAPER**

Each student delegation is asked to compose and present a case study on the state of Smart Tourism Destinations in their countries. The paper should follow the guidelines for submission of manuscripts to the Annals of Tourism Research. Papers should be between 7,000 and 8,000 words NOT including the abstract, references, tables, appendices and CVs.

**Cover sheet:** It should bear a short informative title (title/subtitle 50 letters maximum).

**Title Page:** A separate title page, following the cover sheet, should include the paper title, all author's names and affiliations, mailing addresses and full international contact details.

**Biographical notes:** Short Biographical notes (CVs) including a summary of each person's background and/or career goals and interests about each author (not exceeding 60 words).

**Abstract:** On the next page, the Abstract (between 110 and 120 words) should state concisely what was done and why, what was found, and what was concluded.

**Text:** All parts of the paper must be typed (on one side of paper only), double space. The text should be subdivided with titled



headings, preceded by the Introduction and succeeded by the Conclusions.

**Abbreviations and Terminologies:** Abbreviations or terms should be fully spelled out and defined when first used in the text.

**References:** In the text, references are cited with parenthesis using the author/date style. Examples: (Buhalis 2014) or (Micera and Presenza 2013; Smith 2014, 2015). Page numbers for specific points or direct quotations must be given (Williams 2011:74). The References list, placed at the end of the text, must be typed double spaced in alphabetical order of authors.

A short descriptive abstract of the research paper should be sent to the organizers by the end of February 2016.

The final version of the research paper should be submitted in electronic format (pdf-file) as an e-mail attachment and as a hard copy as well, to: javier.deesteban@urjc.es  
Deadline for submission of all papers is not later than 31st March 2016.

All papers will be reviewed by a paper review panel consisting of experts from the industry and the academic field. The delegation with the best paper and the delegation with the best presentation will receive an award.

Detailed information will be given in the 2<sup>nd</sup> Newsletter.

## REY JUAN CARLOS UNIVERSITY

The Rey Juan Carlos University is a public Spanish university with about 38,000 students. It is situated in five campuses in the Autonomous Region of Madrid. The ITSC will take place in our Madrid Campus, which is situated in the city of Madrid. The Rey Juan Carlos University was founded in 1996. However, the tourism studies have a longer history as we come from a former Official School of Tourism, Madrid which was integrated in the Rey Juan Carlos University in 2000, achieving, thus, a university status. The Rey Juan Carlos University offers undergraduate, postgraduate and PhD programmes.

## PLENARY SESSIONS & WORKSHOPS

During the plenary sessions, keynote lectures and speeches will be delivered by representatives from the tourism industry as well as by academics, expert in the field of the main theme of the conference.

The main part of the conference consists of delegation presentations and workshops on topics related to the theme. During the sessions, students will present the findings of their research project and discuss the results in multinational groups. They will then integrate the knowledge gained into case studies workshops chaired by an accompanying teacher.

**MARKET STALLS & POSTER SESSION**

The aim of market stalls is to present tourism in the home regions of the delegations. Participants introduce their country or region by presenting the smart tourism destination experiences produced in the region. Because of the focus on the smart tourism business, we invite all delegations to create posters with Best Practices. We will inform you more about that in the coming newsletters.

**SOCIAL ACTIVITIES & TOURS**

The conference will include a social program to live up to the objectives of ITSC, i.e. to encourage interaction between students from participating institutions. At the moment we are working on it.

In addition to the conference, there will be a Post Conference Tour on Saturday. More information about this will be given in the next newsletter.

**PROGRAMME**

Preliminary programme:  
**Tuesday, 19<sup>th</sup> April**

Arrival at the hotel and welcome reception.

**Wednesday, 20<sup>th</sup> April**

09:00 – 10:30 Welcome ceremony  
2 keynote lectures by academic experts (30 minutes each)

10:30 – 11:00 Coffee break

11:00 – 12:30 Plenary session (4 presentations, 20 minutes each)

12:30 – 14:00 Lunch

14:00 – 15:30 Setting up the market stalls

15:30 – 17:30 Plenary session (5 presentations, 20 minutes each)

17:30 – 20:00 Visiting the market stalls exhibition and poster session  
Dismantling the market stalls

from 20:00 Free time (social activities organized by the Spanish student delegation)

**Thursday, 21<sup>st</sup> April**

09:00 – 10:00 2 Keynote lectures by academic and professional experts (30 minutes each)



- 10:00 – 11:00 Plenary session (3 presentations, 20 minutes each)
- 11:00 – 11:30 Coffee break
- 11:30 – 13:00 Workshop I (discussing the papers presented and subjects upon the main conference theme)
- 13:00 – 14:00 Lunch
- 15:00 – 19:00 Excursion: Madrid city tour
- 19:00 – 22:00 Free time (social activities organized by the Spanish student delegation)

**Friday, 22<sup>nd</sup> April**

- 09:00 – 11:00 Plenary session (3 presentations, 20 minutes each)  
(coffee break included: 10:00 – 10:30)
- 11:00 – 12:30 Workshop II (discussing the papers presented and subjects upon the main conference theme)
- 12:30 – 14:00 Lunch
- 14:00 – 16:00 Workshop III (conclusions on the main conference theme)  
(coffee break included: 15:45 – 16:00)
- 16:00 – 17:00 Closing conference
- from 20:30 Gala dinner, starting at 21:00  
Prize introducing ceremony

**Saturday, 23<sup>rd</sup> April**

One-day post-conference tour. More information about this will be given in the next newsletter.

**TRANSFERS**

The public transport will be used for arrival and departure of delegations.



**CONFERENCE FEE**

The conference fee is not set yet, but it will not exceed 290 €. The fee will cover:

- Four nights stay at hotel
- Lunches
- Coffee and tea breaks
- Dinners on Wednesday and Thursday
- Conference dinner and activities on Wednesday, Thursday and Friday

Please, if you have any questions, don't hesitate to send me an email to: [blanca.kraljevic@urjc.es](mailto:blanca.kraljevic@urjc.es)

**31<sup>st</sup> INTERNATIONAL TOURISM STUDENT CONFERENCE**  
**19<sup>th</sup> April – 23<sup>rd</sup> April 2016**  
**Updated 2nd Newsletter, February 2016**

**CENTRAL THEME**

**Smart Tourism Destinations – Do Visitors Really Need Them?**

**ORGANIZING INSTITUTION**

**Universidad Rey Juan Carlos, Madrid, Spain**

**MAIN OBJECTIVE**

Via research projects and the sharing/discussion of results, encourage inter-cultural exchange between students from different countries specializing in tourism, hospitality and leisure management studies.

**Dear students, dear colleagues,**

The 31<sup>st</sup> International Tourism Students Conference (ITSC) will be hosted by the Rey Juan Carlos University, Madrid (Spain). We are looking forward to welcoming all of you in April 2016. In the first Newsletter, we provided you with some background and general information about ITSC 2016, as well as a presentation of the first draft of the programme. In this second Newsletter, we hand you out the guidelines according to which the papers and the presentations should be prepared. Please, let all the participants know about them and make sure that your delegation conforms to them as well. Moreover, we would like you to provide us with some important information for our Conference organising tasks.

**THE RESEARCH PAPER  
- General**

Each student delegation is asked to write and present a case study related to the topic of the conference: **Smart Tourism Destinations – Do Visitors Really Need Them?** In your country. The papers should follow the guidelines for submission of manuscripts to the Annals of Tourism Research. Papers should be between 7,000 and 8,000 words NOT including the abstract, references, tables, appendices and CVs.

1. **Cover sheet:** It should contain: Title/subtitle, 50 letters maximum.
2. **Title Page:** A separate title page, following the cover sheet which should include the paper title, all authors' names and affiliations, mailing addresses and full contact details.
3. **Biographical notes:** Short biographical notes (CVs), including a summary of each participant's background and/or career goals and interest about each author (not exceeding 60 words).
4. **Abstract:** On the next page, the abstract (between 110 and 120 words) should state concisely what was done and why, what was found, and what was concluded.
5. **Text:** All parts of the paper must be typed, double spaced. The text should be subdivided with titled headings, preceded by Introduction and succeeded by Conclusions.
6. **Abbreviations and Terminology:** Abbreviations or terms should be fully spelled out and defined when first used in the text.



7. **References:** In the text, references are cited with parenthesis using the author/date style. Examples: (Buhalis 2014) or (Jones and Smith 2013; Smith 2012, 2014). Page numbers for specific points or direct quotations must be given (De Esteban 2010:22).

8. **The Reference list:** It must be placed at the end of the text, double-spaced in alphabetical order of authors.

9. A short descriptive abstract of the research paper should be sent to the organisers by the end of February 2016.

10. The final version of the research paper should be submitted in electronic format (pdf-file) as an email attachment and as a **hard copy** as well to:

Blanca Kraljevic  
 Rey Juan Carlos University  
 Campus de Fuenlabrada  
 Camino del Molino, s/n  
 28943 Fuenlabrada (Madrid)  
 Tel: +34 91 488 75 11  
 Email: blanca.kraljevic@urjc.es

Deadlines for submission of all papers are not later than 31st March 2016.

All papers will be reviewed by a paper review panel consisting of experts from the industry and the academic field. The delegation with the best paper and the delegation with the best presentation will receive an award.

#### THE RESEARCH PAPER - Guidelines

After receiving some inputs with regard to the research paper methodology from several professors who will supervise the research papers, we would like to inform you that there will be no special requirements for its application. Each delegation has free choice to implement the methods you consider to be the best.

#### WEBSITE & SOCIAL MEDIA

An official website is provisioned to be constructed in January 2016 for accommodating the needs of the conference and keeping track of the past conferences. Social media will be the responsibility of the students hosting and participating in the conference.

## OUR GUESTS

The Rey Juan Carlos University, Madrid has invited in the 1st Newsletter the following universities to participate in ITSC 2016 as fulltime members:

- **Finland**, Haaga-Helia University of Applied Sciences – Porvoo
- **France**, Université de Savoie – Chambéry
- **Germany**, Heilbronn University – Heilbronn
- **Greece**, Alexander Technological Educational Institute – Thessaloniki
- **Italy**, University of Milano-Bicocca
- **Netherlands**, NHTV Breda University of Applied Sciences – Breda
- **Portugal**, University of the Algarve – Faro
- **Sweden**, Dalarna University – Borlange

**Please, let us know if any of the universities above stated will not be able to participate at the ITSC 2016 as soon as possible by sending an email to:**

Blanca Kraljevic (blanca.kraljevic@urjc.es).

## CONFERENCE FEE-REGISTRATION

The conference fee will be 290 €.

The fee will cover:

- Four nights stay at hotel
- Lunches
- Coffee and tea breaks
- Dinners on Wednesday and Thursday
- Conference dinner and activities on Wednesday, Thursday and Friday.
- The registration will open in January.

## GENERAL INFORMATION

Here are some useful details:

- The accommodation will most probably be at a 4\* hotel in the city of Madrid not far by metro from the Rey Juan Carlos city campus where the conference will be celebrated.
- Information about the city of Madrid can be found at: <http://www.esmadrid.com/en>

Please, if you have any questions, don't hesitate to send an email to:

Blanca Kraljevic (blanca.kraljevic@urjc.es)

Till the next Newsletter!

### 3. Digital platforms

Wordpress: <https://itscmadrid2016.wordpress.com>





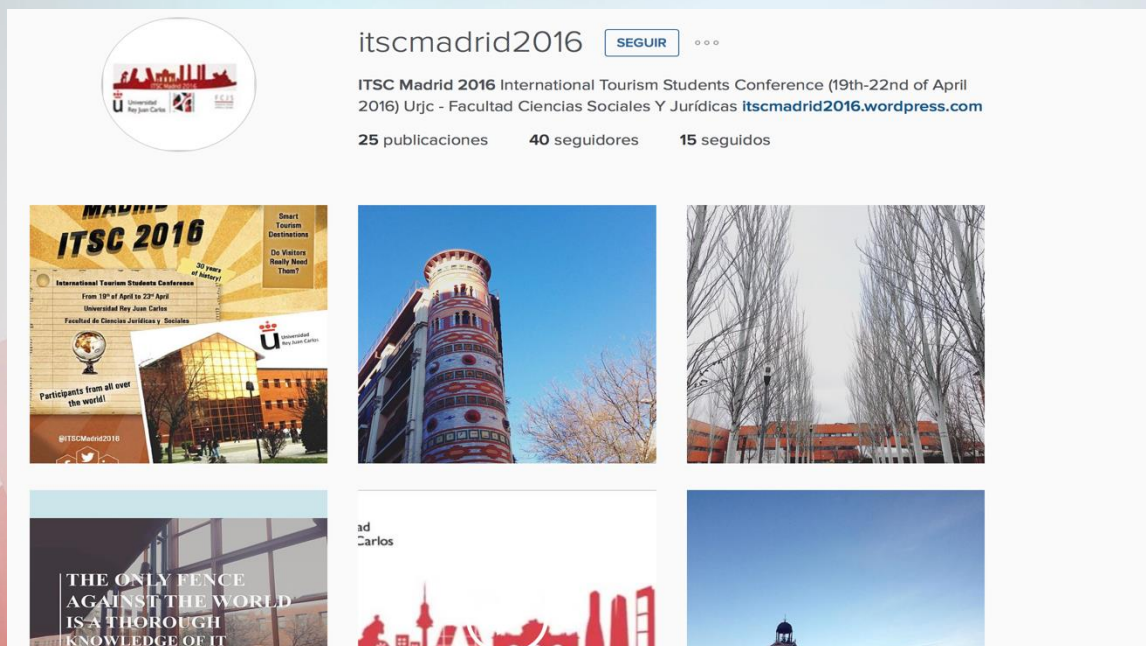


**Facebook:** ITSC Madrid 2016

**Twitter:** @ITSCMadrid2016



Instagram: @itscmadrid2016



#### 4. Official webpage ITSC Breda

Pagina Web oficial Breda: <http://www.student-conference.com>

