Call for Papers
6th International Cruise Conference

Conference Theme / Scope

The cruise sector has been undergoing significant growth over the past decades. Alongside this growth a number of issues have emerged at all levels of the cruise holiday value-chain, ranging from novel guest-requirements and increased intra-sectoral competition to sustainability pressures and infrastructural limitations. In order to effectively 'navigate' through those pressures and sustain it's 'success course', the cruise sector is required to question traditional practices, innovate product offerings and adopt new technologies. Embracing and managing this change imperative is as challenging and it is promising.

In this line, and besides the ICC's traditional theme tracks, this conference's main theme is:

"Cruise Tourism: Change Imperative and Dynamics"

In the tradition of its predecessors, the upcoming ICC conference will incorporate the following features:

- **'Journal Publication Opportunities':** In the past, the ICC has collaborated with reputable publishers such as Springer, enabling high-visibility of its proceedings and contributing papers. Selected papers (following a double-blind peer review) will be published in a **Special Issue of the 'Tourism in Marine Environments'** journal (https://www.cognizantcommunication.com/ journal-titles/tourism-in-marine-environments). Should the volume and quality of submissions exceed the scope of a special journal issue, additional publication options are available (i.e. double special issue and / or published conference proceedings book)

- **'Emerging Scholar Opportunities':** The ICC conference series and the Cruise Research Society has always welcomed early-career and/or un-published researchers in its community. As important as it is to support those beginning their research career in cruise tourism, the community itself has always greatly benefited from the enthusiasm and perspectives of new-generation scientists. **Emerging scholars and students are explicitly and actively encouraged to participate and submit their research**.

- '**Guest Track':** This year features a **'Yellow Tourism' guest track, focusing on crime and corruption in the tourism / cruise sector**. This represents a new sub-domain in interdisciplinary tourism research bringing together researchers and professionals from various fields such as: Economics, law, criminology and ethics. This track is represented and endorsed by the 'Yellow Tourism Consortium', and will enable a cross-fertilisation of viewpoints and ideas within the ICC framework.

- **'Attractive social-program and networking':** A positive and **community-building atmosphere has always been central to the ICC series**. Conference participants will have the opportunity to socialise with international peers while enjoying northern German culture and its culinary highlights, as well as the regional attractions of Bremerhaven. Apart from the regular conference

dinners and excursion options, our conference organisation team will provide tips and support for those wishing to extend their stay in Bremerhaven.

Conference Tracks

Theme: 'Cruise' Track:

"Cruise Tourism: Change Imperative and Dynamics"

This track entails theoretical approaches, case-studies and empirical research related to the evolutionary challenges and opportunities facing the cruise sector, as well as to strategies, innovations and business models to address within an increasingly competitive and globalised market. First-time cruisers and evolving guest-demographics and an increasingly critical public opinion necessitate finding a balance between profitability and responsibility. New entrants and digitalisation intensify competition at all level of the cruise value-chain. Existing procedures, systems and infrastructure are being challenged by – and often pose a limitation to – an ever-growing cruise capacity.

Indicative Topics / Areas:

- Sustainability and corporate social responsibility
- Demographic changes and impact on cruise guests' requirements and preferences
- Emerging markets & cruise product niches
- Emerging business models & strategies
- Service encounter design & optimisation
- Novel distribution channels and practices
- Application of emerging technological innovations in cruising
- Cruising 2.0 (Cruise sector & the internet)

'Destination' Track:

Cruise destination- & supply chain- management

Based on the notion that cruises are more than swimming hotels, ports of call and their surrounding attractions are a central component of the cruise holiday. Developing, managing and marketing cruise destinations is a strategic task involving numerous stakeholders and taking into account a multitude of interests and perspectives. From a broader perspective the evolution of cruising regions represents a logistical and cross-national communication challenge for cruise operators, public tourism authorities and local, land-based tourism suppliers.

Indicative topics / areas:

- Economic impacts at both destination- and source market-level
- Co-opetition (Mergers & Acquisitions, Port-Alliances, Supplier-Management, Public-Private-Partnerships)
- Emerging Destinations
- Excursion planning and management
- Segmentation and guest perceptions
- Land-Sea product development
- Port development

Human resources, cruise education & research

Cruises are a 'people's business'. Human resources, both on board as well as on land, are a critical success factor for producing positive holiday experiences. Capacity growth, customer diversity and operational complexity, places new demands on staff and renders human resource management a matter of strategic importance. Apart from HR practices, formal education is also becoming increasingly important in terms of sourcing suitable and adequate personnel for the sector's current and future needs. Between the realms of hospitality training, maritime management and business education, an increasing number of formal education institutions are offering cruise-specific programmes and/or modules. Given the interdisciplinary nature of cruises, developing relevant and effective curricula remains a challenge; which is ultimately related to questions of employability and career perspectives for aspiring cruise professionals.

Indicative Topics / Areas:
- Bridging theory and practice / dual degree models
- Cruise curriculum development
- Crew recruitment and retention
- Cruise education and training
- Research paradigms and methodologies for cruise tourism research
- Methodologies for the recognition of trends (e.g. forecasting)
- Theoretical perspectives explaining the cruise phenomenon
- Social, cultural, psychological aspects of cruising
- Living conditions on board

Crime, Corruption, Health and Safety in the Cruise and Tourism Sector

Crime and Corruption do not merely constitute an intriguing holiday theme (and having common characteristics with the area of 'Dark Tourism'); but they also constitute a bitter reality counting many victims. Tourism is a globalised business sector impacting the livelihood of millions of people in all parts of the world. As any other 'big business', where significant circuits of capital and information, and power imbalances exist, tourism is fertile ground for corruption and economic crime. Concurrently, the globalised scope of the tourism industry renders it into a very challenging field of action for national legislators and law enforcement agencies. Novel tourist experiences, interactions with unknown environments and places, and a sense of freedom from care, represent core elements of the holiday experience. For these very reasons, holidays inherently entail a number of dangers for tourists, rendering them vulnerable to crime. Conversely, the anonymity that is combined with the consumerist/hedonistic mind-set of many tourists, may well lead to irresponsible and even criminal, behaviour towards locals and others.

Indicative topics / areas:
- Tourism crime & corruption (e.g. Money laundering, drug trafficking, customs violations, tax evasion, bribery, antiquity-trafficking, tourism-related cybercrime, exploitation, organised crime and the tourism sector, tourism-related violence & sex crimes)

- Tourism law practice & ethics (e.g. Cross-national comparisons of unethical practices, legislation analysis, funds/programs and multilateral actions/initiatives)
- Corruption and crime as a holiday theme
- Safety engineering
- Risk & crisis management

Guidelines for Authors

Submission details

Abstract details	Abstracts should have a minimum of 300 and no more than 500 words. They must include the proposed title for the paper; the full names (first name and surname, not initials), postal addresses and email addresses of all authors and a telephone number for at least one contact author.
Submission	Abstracts must be submitted as .docx file attachments by March 31st 2019 via email to: apapathanassis@hs-bremerhaven.de .
Full paper	Only required if the abstract has been accepted for publication. Papers should not exceed 5,000 words including abstract, keywords and references (the APA referencing rules need to be adhered to). Submission deadline is July 28th 2019. Papers should be sent as .docx file attachments via email to: apapathanassis@hs-bremerhaven.de. Figures and diagrams should be incorporated in the text file AND ALSO delivered separately in their original format (e.g. pptx, xlsx, jpeg)

Important information

- The Conference language is English. This applies for abstracts and papers submitted.
- All abstracts received by the submission deadline will be double-blind reviewed by members of the Conference Committee to ensure that the proposed papers are relevant to the Conference.
- All full papers received by the submission deadline will be checked by members of the Conference Committee to ensure that the proposed subject of their abstract has been followed, and that the papers are appropriately referenced, of a suitable length and written in good English. Full papers can be rejected if these criteria are not met.
- Please note that we also welcome the submission of case studies, conceptual-, and discussion-papers
- To enable theory-development and 'interdisciplinarity' , we welcome and support contributions originating from other academic domains (i.e. outside tourism / maritime tourism)
- New, non-published, researchers are explicitly encouraged to submit
- Papers that are reviewed and accepted will be published in the Conference proceedings / Journal Special Issue provided at least one author registers and presents the work at the Conference.
- Papers must constitute original contributions and may not appear in other publications and/or conferences.
- Authors, whose papers have been selected for publication, may be asked to sign a transfer of copyright agreement, before their contributions can be published.

13 - 15 June 2019
Bremerhaven University of Applied Sciences
Bremerhaven, Germany

Timetable

March 31st	Deadline for abstracts (300-500 words)
April 14th 2019	Notification of abstract acceptance
June 8th 2019	Deadline for paper-presentations
June 13th to 15th 2019	*6th International Cruise Conference*
July 28th 2019	Deadline for full papers
September 1st 2019	Reviews / Paper Acceptance Notification
November 10th 2019	Revised / Final Paper Submission
2019-2020	*Publication Special Issue: Journal of Tourism in Marine Environments*

Cruise Research Society

YELLOW TOURISM