



INNOVATIVE AND PROMISING PRACTICES IN SUSTAINABLE TOURISM

CALL FOR CASE STUDIES – VOLUME 2

Editors: Nicole Vaugeois, Miles Phillips, Doug Arbogast and Danny Twilley

Case studies are a valuable way to synthesize and share lessons learned to create new knowledge and enhanced applications in practice. The National Extension Tourism (NET) Design Team and the World Leisure Centre of Excellence in Sustainability and Innovation is inviting submissions of case studies that highlight innovative and promising practices in sustainable tourism. The intent of the volume is to provide an opportunity for academics, extension professionals, industry stakeholders and community practitioners to reflect, discuss and share the innovative approaches that they have taken to develop sustainable tourism in a variety of different contexts. Innovative and promising practices are defined as any unique, modern approaches, strategies or techniques that have been used to address current issues, opportunities or trends in tourism.

The intended audiences for these case studies include faculty and students in tourism related academic programs who will benefit from having access to current case studies that highlight how various stakeholders are approaching common issues, opportunities and trends in tourism. The second audience includes extension agents and practitioners who will benefit from having a platform to either share their own innovative practices or gain insight from the lessons learned in other case study contexts.

The first volume of this publication [was announced](#) in October 2019. The volume will be shared widely via the [National Extension Tourism website](#) and by the [World Leisure Centre of Excellence in Sustainability and Innovation](#) as an open source publication for faculty, students and practitioners. This is a peer reviewed publication opportunity by VIU Publications and it will be housed on the Vancouver Island University [institutional repository](#) (VIURRSpace). The volume will be released by July 2021. Authors will also have an opportunity to share their cases via a special session at the Sustainable Tourism and Outdoor Recreation Conference which will be held November 7-10th, 2021 at the Embassy Suites and Hampton in Savannah, Georgia, USA.

ABOUT NET AND THE WORLD LEISURE CENTRE OF EXCELLENCE (WLCE)

The mission of the National Extension Tourism Design Team is to enhance sustainable tourism development nationally by providing relevant research, training, resources and networking opportunities in tourism and recreation marketing, management and development for Extension and tourism professionals.

The World Leisure Centre of Excellence in Sustainability and Innovation at Vancouver Island University brings together established and emerging scholars from around the globe to share innovative ideas, engage in dialogue and collaborate in research and teaching.

Case study criteria:

- ❑ Be related to the design, development or management of tourism with a focus on sustainability (linked to economic, environment, equity or education principles of sustainability);
- ❑ Identify an issue, opportunity or trend in tourism and factors that have contributed to its existence;
- ❑ Provide background information on the innovators - the organization(s) or stakeholders involved;
- ❑ Identify an innovation in tourism such as new practices, models, paradigms, processes, projects or partnerships that were used to address an issue, capitalize or mitigate a trend, or opportunity;
- ❑ Demonstrate how research or evidence was used in practice;
- ❑ Discuss the impact, implications and lessons learned in the case;
- ❑ Be between 3,000 to 5,000 words, not including support materials such as tables, pictures, etc.

EXPRESSIONS OF INTEREST SHOULD:

- Include the names, institutional affiliation, contact information, bios (max 200 words) and photos of all authors;
- Address the case study criteria in an 800-1000 word proposal and describe the value of the case study for academic and non-academic audiences.
- Be **submitted by June 30, 2020** via email to the Editorial Team via Nicole Vaugeois at Nicole.vaugeois@viu.ca

FULL CASE STUDY SUBMISSIONS SHOULD:

- A chapter template will be provided to guide the development of all accepted EOI's. The content will include:
 - Include a set of 3-5 learning outcomes;
 - Incorporate headings for: a) the issue, opportunity or trend, b) the innovation, with subheadings for case context, stakeholders involved, approach used and the impact; c) the implications and lessons learned from the case and d) discussions questions (3-5). Where supporting evidence is useful for the discussion questions, it should be provided as well.
- Be submitted to the Editorial Team through Nicole Vaugeois at Nicole.vaugeois@viu.ca by October 15th, 2020.

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