



24 - 26 January 2014
Columbus Cruise Centre
Bremerhaven, Germany

Call for Papers

5th International Cruise Conference

Conference Theme / Scope

The cruise sector has left the 'niche open seas' and has entered the 'mainstream tourism port'. Over the last decade, we have seen a staggering growth of passenger numbers and experienced an almost unprecedented optimism despite crises, disasters and negative media coverage. Success is often accompanied by scrutiny and criticism; but for it to be sustained it ought to be fuelled by responsibility. Solidifying the cruise sector's success and reputation requires dealing with its externalities and integrating the interests and perspectives of all the stakeholders involved. In this line, and besides the ICC's traditional theme tracks, this conference's main theme is Corporate Social Responsibility:

"Cruise Sector and 'Glocal' Corporate Citizenship"

This theme is not just reflected by the theme tracks, but also by the conference organisation itself. The upcoming ICC conference will be take place as a multi-conference, including a:

- Scientific conference for researchers and practitioners (ICC format): **Following peer review of the submitted papers, the selected contributions will be published in a proceedings volume (as in the previous years, or in a special journal issue)**
- Recruiting fair for cruise recruiters and applicants
- Trade fair for cruise distributors and potential guests

Holding those three events concurrently, will hopefully produce an enriched dialogue and enable a cross-fertilisation of perspectives; whilst providing excellent opportunities to socialise.

Conference Tracks

Theme Track:

Cruise Sector CSR: Health & safety, environment, security, regulations, life onboard and public image

The growth and visibility of the cruises are indicative of the sector's success and potential. Nonetheless, this very success has brought into light a number of issues and challenges, which are under public scrutiny. More specifically, issues such as: environmental sustainability, safety & security, working and employment conditions onboard has initiated controversial debates. More extensive research on the cruise-stakeholder CSR practices and perceptions could lead to increased awareness, concrete action and support the industry in moving forward.



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Indicative topics / areas:

- Safety engineering
- Onboard and /or Shore-side Security
- Applicability, feasibility, relevance and effectiveness of existing or emerging standards and regulations (e.g. immigration, environmental)
- Risk & crisis management
- Social, cultural, psychological aspects of cruising
- Living conditions on board

'Market' Track:

Cruise market development & product innovation

As cruises are increasingly moving from the end of the tourism-long-tail towards mainstream packaged tourism, their product / service portfolios are expanding both in terms of scope as well as diversity. The appearance of: innovative facilities on board, novel destinations / itineraries, and theme cruises, have rendered the concept of a traditional cruiser somewhat questionable. This increasing diversity poses a number of challenges for the infrastructure and organisation of cruises and changes the competitive landscape of the sector.

Indicative Topics / Areas:

- Demographic changes and impact on cruise guests' requirements and preferences
- Growth trends
- Emerging markets & cruise product niches
- Emerging business models & strategies
- Service encounter design & optimisation
- Novel distribution channels and practices

'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)
- Process standardisation & streamlining



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- Re-engineering & change management
- Emerging Destinations
- Excursion planning and management
- Segmentation and guest perceptions
- Land-Sea product development
- Port development

'Crew' Track:

Human resources & cruise education

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' Track:

Advances in cruise technology & research

The cruise sector remains an under-researched area, offering a great opportunity for gaining new theoretical insights and developing practically relevant concepts. Moreover, cruise tourism is characterised by rapid development and change; partly due to emerging technologies. In order to effectively anticipate and deal with the future, a deeper understanding and modelling of the current dynamics is required. Contributions here can evolve around (but are not restricted to) the following topics.

- Application of emerging technological innovations in cruising
- Cruising 2.0 (Cruise sector & the internet)
- Research paradigm and methodologies for cruise tourism
- Methodologies for the recognition of trends (e.g. forecasting)
- Theoretical perspectives explaining the cruise phenomenon



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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 August 30 th 2013 via email to icc5@cruiseresearchsociety.com
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 March 18 th 2014. Papers should be sent as .docx file attachments via email to icc5@cruiseresearchsociety.com

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 accepted will be published in the Conference proceedings 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.

Timetable

August 30 th 2013	Deadline for abstracts (300-500 words)
October 2013	Notification of abstract acceptance
January 24 th –26 th 2014	<i>5th International Cruise Conference</i>
March 18 th 2014	Deadline for full papers
End of 2014	Publication of conference proceedings / Journal Special Issue