

Call for Case Studies Contributions

Teaching Case Studies for Tourism & Hospitality in Asia and The Pacific - With Cartoon Illustrations

For publication in Book series 'Perspective of Asian Tourism' (Scopus Indexed 2023) by Springer



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This book aims to provide a collection of real-life cases based on tourism and hospitality organisations operating in the Asia-Pacific region. It will expose readers to authentic case studies and equip students with valuable knowledge, skills, and practical applications needed to navigate the variety of situations and challenges they will face when entering the tourism and hospitality workforce.

To facilitate students' learning, engagement and imagination, the book will incorporate electronically designed cartoon illustrations that vividly depict key concepts, scenarios, and contextual elements relevant to each case. The case studies will draw on conceptual and theoretical learning as well as application in real-life contexts. Each case will be written using a narrative format, enhancing accessibility for students and drawing them into the world of the case being presented. Teaching notes will accompany each case to assist educators in utilising the case studies as learning tools in the classroom.

This Call for Contributions invites two forms of case studies:

- (1) Case studies co-authored with tourism and hospitality organisations, or representatives, using existing and/or internal knowledge and datasets, and
- (2) Case studies informed by primary data such as surveys, interviews, focus groups and/or first-hand observations.

Proposal Submission Procedure

Individuals who wish to develop a case study are invited to submit an abstract of no more than 400 words with a brief description of the case's main theme, context, protagonist/organisation involved, key theory or concept(s), and learning objectives.

Abstract submissions are due by 30th August 2023 and shall be emailed to the editors, Dr. Ranjana Tiwari (ranjanatiw88@gmail.com), Dr. Cindy Lee (cindy.lee@torrens.edu.au), and Dr. Madalyn Scerri (madalyn.scerri@torrens.edu.au).

Once the proposal is accepted, the contributor(s) will receive detailed author guidelines outlining the requirements for case studies and teaching notes. These guidelines will provide comprehensive instructions and information to assist contributors in preparing their submissions.

Key Dates

Chapter Abstract Submission Deadline: 30th August 2023
Chapter Abstract Acceptance Notification: 15th September 2023
Proposed Full Chapter Submission Deadline: 30th November 2023
Feedback to the Contributors: 15th January 2024 to 30th January 2024
Submission of Revised Chapter Deadline: 15th March 2024
Proposed Book Release: July 2024