



CALL FOR PAPERS

**SUSTAINABLE TOURISM DEVELOPMENT
IN THE CHANGING WORLD**

February 5-6, 2015

Master's Program 'Experience Economy: Hospitality and Tourism Management'

Laboratory of Economics of Culture

Higher School of Economics in St. Petersburg, Russia

We warmly invite you to the International Graduate Conference 'Sustainable Tourism Development in the Changing World' (STEP) to be held in St. Petersburg (Russia), from February 5-6, 2015 in conjunction with Master's Program 'Experience Economy: Hospitality and Tourism Management' and Laboratory of Economics of Culture at the Higher School of Economics.

The Conference is aimed at creating and supporting academic network of young researchers with a professional interest in Tourism and Hospitality. The conference is an excellent opportunity for students and postgraduates from different countries to communicate and share their experiences. Please consider three main tracks of the conference:

- From Digital Culture to Digital Cultural Tourism
- Innovations in Tourism and Hospitality
- Imageneering and Reimageneerng of Tourist Destinations

The working language of the conference is **English**.

The conference program will include:

- Presentation and discussion of students' research projects
- Workshops and "round table" with entrepreneurs
- Cultural and sightseeing program around "Informal St. Petersburg"

Conference abstracts will be published in electronic form.

There is no participation fee. Organizers will cover participants' accommodation costs. Other costs shall be covered by participants.

Applications should be submitted at <http://step.hse.ru/> before **December 1, 2015**. The participants will be announced on **December 5, 2015**.

The Application package includes:

(1) Curriculum Vitae;

(2) Abstract of your research project (under 1500 words, in English, MS Word, Times New Roman font, size 12, space 1.5, standard margins). It shall include the following parts and clearly separated:

- Project title, author(s) name(s), email(s), affiliation(s)
- Introduction
- Aim and objectives of the project
- Methodology and data
- (Expected) Results
- References



Conference Program (subject to change)

Venue: Higher School of Economics in St. Petersburg,
16 Sojuza Pechatnikov Street

February 5, 2015 (Thursday)

9.30 – 10.00 Registration

10.00 – 10.15 Opening Ceremony. Welcome remarks by Valery Gordin, D.Sc. of Economics, Professor, Higher School of Economics in St. Petersburg

10.15 – 11.30 Keynote Speaker Athinodoros Chronis, PhD, Professor of Marketing College of Business Administration California State University, Stanislaus: 'Tourism imaginaries'

11.30 – 12.00 Open Discussion

12.00 – 12.30 Coffee-Break

12.30 – 14.00 Conference Tracks

1. From Digital Culture to Digital Cultural Tourism

Moderator: Olesya Koltsova, Cand.Sc. of Sociology, Ass. Professor, Higher School of Economics in St. Petersburg

2. Innovations in Tourism and Hospitality

Moderator: Marina Predvoditeleva, Cand. of Sc., Ass. Professor, Higher School of Economics

3. Imageneering and Reimageneerng of Tourist Destinations

Moderator: Ksenia Kuzmina, PhD, Ass. Professor, Higher School of Economics in St. Petersburg

14.00 – 15.00 Lunch

15.00 – 16.30 Conference Tracks (1, 2, 3)

16.30-18.30 Social Program. City tour 'New culture in a classical city'

February 6, 2015 (Friday)

9.30 – 11.00 Round Table Discussion 'Sustainable Tourism & Hospitality Development in the Uncertain World'. Moderator: Valery Gordin, DSc of Economics, Professor, Higher School of Economics in St. Petersburg

11.00 – 11.30 Coffee-Break

11.30 – 13.30 Conference Tracks (1, 2, 3)

13.30 – 14.30 Lunch

14.30 – 15.30 Presentation of Master's Program 'Experience Economy: Management of Tourism and Hospitality'

15.30 – 16.00 Presentation of Laboratory of Economics of Culture

16.00 – 16.30 Coffee-Break

16.30 – 18.00 Workshop on Innovations and Entrepreneurship in Tourism and Hospitality

18.00 – 20.00 Social Program. Visit to 'Pushkinskaya 10', Museum of Russian rock and non-conformist art with a guided tour

For more information about the STEP Conference please go to <http://step.hse.ru/> or contact Organizing Committee at step@hse.ru.

On behalf of the STEP Organizing Committee:

Valery Gordin, Prof., Dr.Sc.

Co-Director of Master's Program 'Experience Economy: Hospitality and Tourism Management'

Head of Laboratory of Economics of Culture

HSE in St. Petersburg

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