



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



The 26th Nordic Academy of Management Conference
Bringing Research Together
24-26 August 2022
Örebro University School of Business, Sweden

Call for Papers

We invite you to submit your research to explore the theme of “*Bringing Research Together*” for the 26th biennial NFF Conference in Örebro. We are looking forward to receiving your submissions.

Track 10.4 – Sustainable Tourism Market Practices in Post-pandemic Times

Corresponding Chair:

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Description:

This track deals with different market aspects and practices of creating resilient (Burnard & Bhamra, 2011) and sustainable destinations in the post-pandemic era. This era is characterised transformation and disruption of well-known business models and travel businesses as we are used to know them (Higgins-Desbiolles et al., 2019). Destinations struggle with either a lack of tourism, and problems related to undertourism, or continued mass tourism, and problems related to overtourism.

Tourism research is a multi-disciplinary field of research that overlaps with several sub-disciplines of business and management, such as organisation, marketing, and entrepreneurship. Despite the growth of the tourism industry in recent decades, tourism research is largely neglected in business and management, which traditionally focuses on production as opposed to the service industries. The track addresses the theme of this year’s conference by bringing together researchers across sub-fields of business and management to address market aspects and practices that shape resilient destinations and sustainable tourism (Gordon et al., 2011) in a post-pandemic era. What has happened to destinations after Covid-19? Has the pandemic changed tourism development and management and in that case how? What are the implications for destination management and development from the perspective of the market? Here, the tourism market is thought of as a “collective co-ordinating device” and the result of practices of “disentanglement, framing, internalization and externalization” (Callon, 1986: 1, 8). Thus, the conceptualisation of markets build on research that view them as socially

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constructed (e.g. Kjellberg & Spencer, 2012), networks or ecosystems, or institutions (Vargo & Lusch, 2017).

The track invites contributions that addresses issues in shaping sustainable development of tourism and resilient destinations. It encourages contributors to explore and reimagine the tourism market after Covid-19. Papers may focus on (but not limited to) the topics detailed below. We welcome conceptual papers that synthesize different research streams, literature reviews, and empirical research.

Topics

- Organisation of tourism in the post-Covid-19 era
- Sustainable tourism in the Nordic region and beyond
- Marketing sustainable destinations
- Patterns of shaping tourism markets
- Institutionalisation of tourism market practices
- Organising for resilient destinations
- Network approaches to sustainable tourism market practices
- Sustainable tourism marketing
- Shaping sustainable tourism markets
- Future of sustainable tourism
- Longitudinal studies of resilience in the tourism sector
- Digital innovation of business models for tourism
- Overtourism vs undertourism
- Shaping tourism consumption

Keywords:

Sustainable Tourism, Markets, Organisational Resilience, Sustainable Markets, Practices, Post-crisis

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Author guidelines:

Go to www.oru.se/NFF2022 for more information about how to submit a paper. The deadline for abstract submission is 31 January 2022. Full paper due: 20 June 2022.

We very much look forward to welcoming you in Örebro!

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