

TOURISM

CALL FOR PAPERS

SPECIAL ISSUE: DESTINATION REJUVENATION STRATEGIES

AIM

Stagnating economic growth in many parts of the developed world, accelerated technological change, increasing intensity, speed of global competition, and aging world population have led to saturation in many tourism destinations. These changes call for rejuvenation strategies in order to remain competitive and ward off declining tourism. Depending on the visionary power of those involved in the development and planning of new tourism destinations, alternate destination growth scenarios attest to the variety of approaches taken.

“Destination Rejuvenation Strategies” aims to uncover the phenomenon of mature markets and attempts to discuss the latest thoughts and practices of rejuvenating tourism destinations. Potential topics may include:

- Destination Development
- Destination Life Cycle Concepts
- Destination Rejuvenation Strategies
- Destination Marketing and Management Development
- Product and Service Development Initiatives in Tourism Destinations
- Quality Management in Tourism Destinations
- The Role of Entrepreneurship in Destination Development

TIMETABLE

Short Abstract	1st March 2009
Full paper submission	15th May 2009
Reviewers Comments	15th June 2009
Resubmission of Papers	30th August 2009

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The accepted papers for this special issue will also be published in a book dedicated to the destination rejuvenation strategy focussing on policy notes, case studies and best practices, edited by the tourism team at the University of Innsbruck, Department of Strategic Management, Marketing and Tourism (Innsbruck, Austria) & The Institute for Tourism and Leisure Research (Chur, Switzerland) and published by Erich Schmidt Publishing House, Berlin.