

LATIN AMERICAN CONGRESS ON RESEARCH IN THE HOSPITALITY INDUSTRY 2019: OPPORTUNITIES AND CHALLENGES

THIRD CALL FOR PAPERS

Organized by:

Universidad Externado de Colombia

Faculty of Hospitality and Tourism Management—

Master in Senior Management and Hospitality Industry Development

Tourism and Society Research Group

Universidad Peruana de Ciencias Aplicadas (Peruvian University of Applied Sciences)

Faculty of Hospitality and Tourism Management

Escuela Universitaria CETT—Universidad de Barcelona

Tourism, Hospitality and Gastronomy Campus

Touristic Lodging and Restoration Research Group

Asociación Hotelera y Turística de Colombia - COTELCO

In collaboration with:

Procolombia

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Panel of Judges

Guillermo Graglia. Senior Consultant en Graglia Consulting. Ph.D. from the Universidad Antonio Nebrija. **María del Carmen Morfín Herrera.** Academic Director of the Tourism Department of the Universidad de las Américas Puebla. Master's in Hotel, Restaurant and Institutional Management, Texas Tech University. Master's in Business Administration specializing in International Management, Universidad de las Américas Puebla. **Jorge Morgan.** Full-time Professor at the Universidad Autónoma de Baja California- Campus Tijuana. Ph.D. in Land Planning and Regional Development. Universidad de Barcelona, Spain. **Ario R. Estrada Gaxiola.** Research Professor and Coordinator of Continuing Education of the Faculty of Tourism and Marketing of the Universidad Autónoma de Baja California- Campus Tijuana. **Onésimo Cuamea Velázquez.** President of the Mexican Association of Centers for Higher Education in Tourism and Gastronomy - AMESTUR. Curriculum Analysis Coordinator of the Universidad Autónoma de Baja California- Tijuana. Ph.D. in Global Development Studies, Faculty of Economics and International Relations, Universidad Autónoma de Baja California- Tijuana. **Damián Ramia.** Dean - Hospitality, Culinary Arts and Tourism at USFQ. Revenue Management and Digital Marketing Professor, Universidad San Francisco de Quito, Ecuador. **Diego Alejandro Torres Sánchez.** Master's in international Hotel Innovation and Management, Florida Universitaria, Universidad de Valencia, Spain. Corporate Revenue Manager GHL Hotels. **Daniel Recio Dorado.** Master in Sustainable Tourism and Information and Communication Technology from the Universitat Oberta de Catalunya, Spain. Master in Hotel Management and Restoration CETT. Universitat de Barcelona, Spain. Hotel Management Consultant on issues regarding sustainability and corporate social responsibility. **Alfredo García Quesada.** Research Director Universidad Peruana de Ciencias Aplicadas. Ph.D. from the Pontificia Universidade Católica do Rio de Janeiro. **Giannina Robinson.** General Director of the Faculty of Hotel and Tourism Management of the Universidad Peruana de Ciencias Aplicadas. Master's in hospitality management from Florida International University. MBA from the Graduate School of the Universidad San Ignacio de Loyola. **Cecilia Rivas Medina.** Research Coordinator of the Faculty of Hotel and Tourism Management of the Universidad Peruana de Ciencias Aplicadas. Doctoral Candidate in Tourism. Universidad Alicante-España. Master of Science in Forest Resource Conservation, Specialization in Protected Nature Reserves and Wildlife Management. Universidad Nacional Agraria La Molina, Lima Peru. **Oriol Anguera-Torrell.** Research Director in Touristic Lodging and Restoration CETT-UB. Ph.D. in Economics from the Universitat Pompeu Fabra. **Enric López C.** Director University Master's in Tourism Business Management. Professor and researcher in Hotel Digital Marketing. Ph.D. in Pedagogy from the Universitat de Barcelona. **Eugení Osácar.** Research Director at CETT-UB. Ph.D. in Didactics of Social Sciences and Patrimony from the Universitat de Barcelona. **Elena Ridolfi.** Coordinator of University Master's in Touristic Business Management—Specializing in Sustainability and Quality Management. Ph.D. in Geography from the Universitat Autònoma de Barcelona and Ph.D. in Public Policy and Urbanism from the Universidad IUAV de Venecia. **Anna Torres-Delgado.** Coordinator of Post-graduate Studies in CETT-UB. Researcher and Professor in CETT-UB. Ph.D. in Geography from the Universitat de Barcelona. **Narcís Bassols.** Doctoral Candidate in the Doctoral Program of "Tourism and Leisure" from the Universitat Rovira i Virgili, Tarragona, Spain & University of Westminster, London, Great Britain. The Faculty of Hospitality and Tourism Management of the Universidad Externado de Colombia. **Manuel Leguizamón.** Master's in Information Systems from the Universidad Nacional de Colombia, Colombia. **María Luisa Galán.** Master's in Sustainable Tourism and Information and Communication Technology

from the Universitat Oberta de Catalunya, Spain. Master's in Local Touristic Destinations, Universitat de Barcelona, Spain. Research Coordinator of the Faculty of Hospitality and Tourism Management of the Universidad Externado de Colombia. **Odra Vanegas**. Master's in Business Administration from the Universidad Nacional, Colombia. Research Professor of the Faculty of Hospitality and Tourism Management of the Universidad Externado de Colombia. **Eva Martin-Fuentes**. PhD in Engineering and Information Technology and Master in Tourism Management and Planning. Professor and researcher at the Faculty of Law, Economics and Tourism of the University of Lleida, Spain.

LATIN AMERICAN CONGRESS ON RESEARCH IN THE HOSPITALITY INDUSTRY 2019: OPPORTUNITIES AND CHALLENGES

I. Description

The Faculty of Hotel and Tourism Management of the Universidad Peruana de Ciencias Aplicadas, the Escuela Universitaria CETT of the Universidad de Barcelona and the Faculty of Hospitality and Tourism Management of the Universidad Externado de Colombia and the Asociación Hotelera y Turística de Colombia- COTELCO, in collaboration with Procolombia, wish to convene all those interested to the Latin American Congress on Research in the Hospitality Industry the central core of which shall deal with the opportunities and challenges currently facing the sector. The event will be carried out for the first time in the city of Bogotá D.C.— Colombia on September 18th and 19th of 2019, and it constitutes the central event, in the celebration of the 45th anniversary of the Faculty of Hospitality and Tourism Management of the Universidad Externado de Colombia.

The aim of this congress is to create a space for debate where there can be an exchange and dissemination of knowledge and experiences in the wide-ranging scope of the hotel and lodging industry at the international, national and regional levels. Therefore, the objective is to bring together the multiple perspectives that are currently being developed in this sector from a scientific, educational, productive, management and development point of view where current cross-sectional themes such as innovation are brought together. Likewise, this has been conceived as an opportunity for the lodging sector, academia and research to converge, given that in some countries of the world the relation between researchers and the hospitality business in general is distant at best and non-existent at worst.

The underlying objective of this event is to summon together academics, researchers, professors and professionals from the hospitality industry interested in reflecting upon the challenges and goals of the sector in the creation and development of innovative experiences which, on the one hand, satisfy the needs of guests while simultaneously motivating the lodging industry to be in constant improvement as a means of making it more and more competitive.

In this sense, it is essential to create debate and reflect on the issues that are a source of innovative inspiration for the entire sector. Some of these are:

- New technologies applied to the Sector (Web 3.0 and 2.0, Big Data, User Generated Content, Internet of Things, Digital Marketing, etc.)
- Customer Service Satisfaction (customer loyalty, hotel experiences, etc.)
- Consumer behavior (market profile, micro segmentation, customer loyalty, among others)
- Revenue Management (Pricing, Distribution Channels, Overbooking, etc.)

- Sustainable Tourism (social and/or corporate, environmental, economic and financial responsibility, etc.)

II. Date and place

Date: The event shall be carried out on the 18th and 19th of September of 2019 in the city of Bogotá, Colombia.

Place: **Universidad Externado de Colombia**

Address: Calle 12 No. 1-17 Este. Telephone (s) (00571) 3537000 Ext. 1411; 1402; 1405.

City: Bogotá, Colombia

Contact Email: congresohoteleria@uexternado.edu.co

III. Guidelines for the presentation of conference paper abstracts

The paper abstracts must adhere to the following criteria:

- Maximum length: 400 words
- Content: Objectives, relevance, results and conclusions.
- Font for the body of text: Arial 11.
- Double spaced

Note: Do not include tables, graphs or photos.

The following is an example of the layout for the header of the paper abstract:

<p>Title of Paper (centered, bold, Arial 12)</p> <p>Abstract</p> <p>Name of Author (s) (right-justified, Arial 11)</p> <p>Institution of the main author, if applicable (right-justified, Arial 10)</p> <p>Email (right-justified, Arial 10)</p> <p>Key words: maximum (5) (cursive, centered, Arial 11)</p>

How to send proposals

The abstracts should be sent in Word files to the following email:

congresohoteleria@uexternado.edu.co

IV. Guidelines for the presentation of conference papers

The selected paper must adhere to the following criteria:

- Maximum length: 6.000- 7.000 words
- Font for the body of text: Arial 12.
- Double spaced

Note: Do not include tables, graphs or photos.

The following is an example of the layout for the header of the paper:

<p>Title of Paper (centered, bold, Arial 12)</p> <p>Abstract</p> <p>Name of Author (s) (right-justified, Arial 11)</p> <p>Institution of the main author, if applicable (right-justified, Arial 10)</p> <p>Email (right-justified, Arial 10)</p> <p>Key words: maximum (5) (cursive, centered, Arial 11)</p>

General Criteria

The documents must comply with the following criteria:

- Present original research results.
- Contain minimally the following structure: abstract, key words, introduction, methodology, body, results and conclusions.
- Be results of research based on a review of the literature with the aim of showing the advances regarding the area of interest. The document should include a systematic analysis of the information.
- The documents must be unpublished.
- The document must not be currently undergoing evaluation by other journals, books or by any other editorial bodies.

Presentation Criteria

- Maximum length of the document: 6,000-7,000 words (including references).
- The document must be written in the present tense and in third person.
- Font for the body of the text: Arial 12
- Double spaced
- Upper and lower margins of 2.5 cm; left and right margins 3.0 cm.
- Bibliography of at least 15 references.
- The bibliographic references must follow the APA Style Guidelines (sixth edition). These can be consulted at www.apastyle.org
- The organization of tables and figures must follow the APA Style Guidelines (sixth edition) with a minimum resolution of 300 dpi.
- If photos are going to be included, these must be sent in independent files with a minimum resolution of 300 dpi and the printed copies in black and white.
- The pages must be numbered.
- The presentation of the entire document must be accompanied by a title page which includes the following information: title of the paper, abstract in Spanish, English and the original language (when applicable): the abstract should include a maximum of 150 words: it should include key words in Spanish, English and the original language (when applicable), from four to six words and the corresponding core theme. The name of the author should not be included.

- The identification of the author should be on a separate page and include the full name, city, country, a brief summary of their CV, the institution to which the author is connected, address, email and the date the paper was finished.
- Documents will be accepted in Spanish, English, French and Portuguese.

How to send proposals

The abstracts should be sent in Word files to the following email:

congresohoteleria@uexternado.edu.co

Period for submission

The reception of the complete proposals will be open until June 15, 2019. Once the papers to be presented in each of the core theme areas have been selected, the author must keep in mind that the maximum time for presenting is 15 minutes.