



**The International Society of Travel & Tourism Educators (ISTTE) &
The Journal of Teaching in Travel & Tourism (JTTT)
45th ISTTE Annual Conference, October, 21 -23, 2026
Host: Breda University of Applied Sciences, Breda, The Netherlands**

Call for Papers

Conference Theme: Digital, Responsible, Resilient: Innovation in Travel and Tourism Education and Research

Paper Submission Due Date: May 8, 2026

The International Society of Travel & Tourism Educators (ISTTE) is a global organization of educators in travel, tourism, hospitality, and related fields representing all levels of educational institutions. Its members are affiliated with institutions that range from vocational and high schools to two- and four-year colleges to graduate degree-granting universities. The current membership is represented by travel, tourism, and hospitality educators in 18 countries.

The 2026 annual conference of ISTTE will feature the theme of **Digital, Responsible, Resilient: Innovation in Travel and Tourism Education and Research.**

The ISTTE leadership team and the *Journal of Teaching in Travel & Tourism* (JTTT) editorial board jointly invite travel, tourism, and hospitality educators, researchers, graduate students, and destination and industry practitioners to contribute research papers, case studies, curriculum modules, teaching methods, and other original or creative work about the above theme. This conference will also celebrate the 25th anniversary of JTTT.

This conference is a face-to-face conference; no virtual component will be available.

Topics under the theme may include but are not limited to:

- Personalized technology
 - Exploring the role of AI, VR, and IoT in creating bespoke guest experiences
- Data-driven insights
 - Levering data analytics to understand guest preferences and tailor services accordingly
- Cultural sensitivity
 - Navigating cultural nuances to provide authentic and personalized experiences
- Sustainability and personalization
 - Balancing eco-friendly practices with individualized guest needs

- Employee empowerment
 - Empowering staff to deliver personalized service through training and technology
- Faculty development in hospitality and tourism education
 - Personalised course/program design, including microcredentials, certificates, etc.
 - Academic career perceptions
 - Leadership development
 - Stress and coping, work-life balance
 - Hospitality pedagogies, experiential learning
 - Academic job satisfaction
- Case studies in hospitality/tourism teaching and research
- Other related topics

The ISTTE conference aims to share and exchange new knowledge that develops future leaders and workers in travel, tourism, and hospitality. Therefore, contributions are not limited to the topics listed above. They can be conceptual or empirical and must be submitted as one of the five following types.

1. Full Paper

A full paper is a complete presentation of a research paper, case study, curriculum module, teaching method, or other original work.

- Submission length: 1,500-3,000 words, excluding the title, abstract, figures, tables, and references.
- Abstract: Maximum of 150 words
- Keywords: Maximum of five
- Indication of topic(s) to which the submission applies

2. Working Paper/Poster

A working paper/poster reports the ongoing research of a project, case study, curriculum module, teaching method, or other original work.

- Submission length: 1,000-1,500 words, excluding the title, abstract, figures, tables, and references
- Abstract: Maximum of 150 words
- Keywords: Maximum of five
- Indication of topic(s) to which the submission applies

3. Workshop

Led by the presenter, a workshop will be an interactive exercise or demonstration that focuses on the know-how of conducting a research project, developing a curriculum module, and implementing a teaching method. It may also be presented as a panel discussion or as a debate among a group of speakers sharing expertise on one or a few related topics.

- Submission length: 500-1,000 words describing the purpose and key issues to be addressed, targeted participants, and expected outcome

- Abstract: Maximum of 150 words
- Keywords: Maximum of five
- Indication of topic(s) to which the submission applies

4. Pecha Kucha Presentation

Pecha Kucha is a storytelling format in which a presenter shows 20 slides for 20 seconds per slide. Submissions under this category can include full or working/in-progress papers.

- Submission length: 1,000-1,500 words, excluding the title, abstract, figures, tables, and references
- Abstract: Maximum of 150 words
- Keywords: Maximum of five
- Indication of topic(s) to which the submission applies

5. Teaching Case Study

The teaching case studies may refer to any topic and subject area related to the tourism, hospitality and related fields. The teaching case studies must be of maximum 10,000 words excluding figures, tables, annexes and bibliography. Each teaching case study submission must be accompanied by a teaching note for which there is no word limit (although a teaching note of a minimum of 3,000 words is expected). Teaching Note is an important aspect of a teaching case study and should lead the instructors through the teaching case study by supporting the design and the execution of the teaching of the case study.

- Abstract: 100 words maximum
- Keyword: no more than five words
- Include the following two major sections: I. Case Study: Introduction of the topic, Dilemma and/or teaching objectives. Theoretical framework, Discussion Questions and II. Teaching Note.
- Indication of topic(s) to which the submission applies

SUBMISSION PROCESS:

Complete the brief submission form and upload your paper in PDF format at Easy Chair <https://easychair.org/conferences/?conf=45thisteannualconfe> by 11:59 pm **May 8, 2026** (Eastern Time, USA). If you are not able to access the website from your location, please email your work to the Chair of the Scientific Committee.

- Your PDF paper should begin with a title page that includes (a) title, (b) abstract, (c) keywords, and (d) type of submission (full paper, working paper/poster, Pecha Kucha, teaching case study or workshop). Authors' names and affiliations should not be indicated on the title page.
- Your PDF paper's file name should be the title of the paper. The paper should be formatted in 12-point Times New Roman font, 1.5-inch left margin, and one inch of all other margins on letter-size paper.
- If your original paper is in a language other than English, please complete the brief submission form in English and upload your original paper in a PDF file.
- Notification of review results will be made by **June 12, 2026**

- Revised submissions are due for inclusion in the conference proceedings by **August 1, 2026**. At least one author should register for the conference by this date.

AWARDS

There will be five award categories: Best Paper, Best Working Paper or Poster, Best Pecha Kucha, Best Teaching Case Study and Best Workshop. Using the initial reviewers' evaluations to shortlist potential award candidates, the award recipients will be selected based on the review of the final submissions by the program committee. The shortlisted papers will be recognized as highly commended.

PUBLICATION PLAN

A conference proceeding of all accepted contributions will be compiled to include the author's choice of either the accepted work in its entirety or only the abstract. Authors of exceptional papers will be invited to submit their work to the [*Journal of Teaching in Travel & Tourism*](#).

REGISTRATION

Accepted authors (or at least one co-authors of an accepted paper) should register for the conference by **August 1, 2026** to be included in the proceedings. Period of Early Bird Registration: **March 8, 2026 to September 15, 2026**

<u>Early Bird Member</u> USD \$375	<u>Early Bird Non-Member</u> USD \$600	<u>Early Bird Student</u> USD \$200
<u>Registration Member</u> USD \$475	<u>Registration Non-Member</u> USD \$700	<u>Registration Student</u> USD \$375

Students applying under the Student Rate categories are required to provide valid proof of their student status. Acceptable documentation includes a copy of their student identification card (clearly displaying valid dates), an official letter from their university, or other appropriate forms of verification

Students with financial challenges may apply for scholarships by writing to ISTTE. Scholarships are subjected to availability and will be assessed on a case-to-case basis.

FURTHER INQUIRIES

Inquiries about the submission or review process should be addressed to Dr. Justin Pang (justin.kong@rmit.edu.vn), the Chair of the Scientific Committee. The conference program and updates can be found at <http://istte.org/>.