

**2012 ANNUAL CONFERENCE OF THE
INTERNATIONAL SOCIETY OF TRAVEL
AND TOURISM EDUCATORS**



**„SUSTAINABLE EDUCATION IN TRAVEL AND TOURISM“
October 16 - 18, 2012 Freiburg, Germany**

The goal of ISTTE's Annual Conference is to provide a forum for international educators, scholars, researchers, industry executives, corporate trainers, consultants, vendors, administrators, and government officials to explore issues related to the teaching of travel and tourism on all levels from high schools, proprietary institutions, community colleges, and four-year colleges and universities, to graduate students.

The Annual Conference includes a variety of programs to meet the diverse needs of ISTTE's membership.

Highlights in Freiburg include one of Germany's prettiest old quarters, a wealth of culture and history, lots of cafés and inviting taverns, great food and drink, warm hospitality and scenic surroundings. The best way to experience this is on a stroll through the old town, which always buzzes with life and has the minster's 116-metre high Gothic tower as its dominant feature. Münsterplatz square in the town centre

hosts a farmers market every day. The main sights here are the Historical Merchants' Hall from 1532, the Museum of Municipal History from 1761, and the Alte Wache, now the House of Badensian Wines – certainly not the worst use for this beautiful old guard-house!

During the conference we will also show you the beauty of the Black Forest, its lakes, mountains, waterfalls, tradition and of course the famous black forest cherry cake!

Since it will be the right time of the year we will welcome you to an original Oktoberfest evening in cooperation with the ANGELL Akademie and the local Skål-Club.

Pre-conference Optional Tours: A number of pre-conference tours will be organised around the Black Forest area, the Rhine river valley and neighbouring French region of the Alsace.

FEE	MEMBER	NON-MEMBER
Prior to May 15th	\$359	\$509
Prior to July 15th	\$399	\$549
July 15th or after/Onsite	\$499	\$649
Graduate Student	\$275	\$370
One Day	\$175	\$175
Spouse/Significant Other	\$249	\$249

You may register for the ISTTE 2012 conference by completing our online registration form (www.istte.org).

In cooperation with:





CALL FOR ACADEMIC AND RESEARCH PAPERS

The 2012 Conference will again devote several sessions to the academic and research presentations.

CONTRIBUTION AREAS

- Bridging the gap between industry and education needs
- Cross-cultural studies in travel and tourism
- Emerging issues in travel and tourism education and training
- Innovations and designs for travel and tourism
- Innovative and creative teaching techniques
- Human resources in travel and tourism
- Impacts on the travel and tourism industry
- Information communication technology research for travel and tourism
- International travel and tourism issues and trends
- Marketing and sales in travel and tourism
- Travel and tourism research issues or cases
- Innovations and designs for travel and tourism
- Innovative and creative teaching techniques
- Human resources in travel and tourism
- Impacts on the travel and tourism industry
- Information communication technology research for travel and tourism
- International travel and tourism issues and trends
- Marketing and sales in travel and tourism
- Sustainable tourism planning and development
- Technological applications in travel and tourism education
- Travel and tourism education and curriculum

A conference proceedings of academic and research papers will be published to include final papers of all accepted types of presentations. Accepted full papers may be considered for publication in the Journal of Teaching in Travel and Tourism (JTTC).

Any inquiries about the paper submission (deadline 13. May 2012) or review should be addressed to the Paper Review Committee:
Dr. Nicole L. Davis: ndavis@siu.edu
Randal Baker: rgbaker@stcloudstate.edu

Any inquiries regarding workshops or roundtables should be addressed to
A. Dawn Aitken: dawn.aitken@humber.ca

Conference Hotel is the NOVOTEL Freiburg: The 'ISTTE 2012' special rate is €103 (single room) or €134 (double room). All rates include all taxes, wireless internet and comprehensive breakfast buffet.

AIRPORTS: International airports with direct flights from many US & overseas cities are Frankfurt, Germany and Zurich, Switzerland

Please visit www.istte.org for more information about the 2012 conference and for online registration.

In cooperation with:



Tentative Agenda

ISTTE 2012

'Sustainable Education in Travel and Tourism'

16-18 October

Freiburg, Germany

Join us at the Novotel Freiburg, Germany for the International Society of Tourism and Travel Educators' 31th Annual Conference 'Sustainable Education in Travel and Tourism' in October 16-18, 2012. We welcome you to the Black Forest area where you will have the opportunity to meet some of the foremost tourism experts worldwide.

The 2012 Annual Conference will again devote several sessions to the academic and research presentations. It is the intent of these sessions to focus on a broad range of topics that are related to education, research, and management in the field of travel, tourism, and hospitality services. ISTTE is an international organization; therefore, submissions from international scholars are highly encouraged. This coming year's conference will provide a forum for international educators, scholars, researchers, industry executives, corporate trainers, consultants, vendors, administrators, and government officials to explore issues related to travel and tourism at all levels.

The conference also will feature industry presentations and keynote speakers.

THIS YEAR LOOK OUT FOR:

Pre-conference Tours: Scroll down for more information about the pre-conference optional River Cruise on the Rhine!

Two great optional post conference tours: (you will receive detailed information upon conference registration):

- 1) One is a full day tour on the Friday directly after the conference with sightseeing in three countries! Take advantage of the proximity of the Swiss and French border and visit highlights in Germany, France and Switzerland, all in one day! We'll have an English speaking guide on board to fully enjoy the medieval sights.
- 2) Join an overnight tour (Friday and Saturday) into Switzerland and stay in a five star hotel at Lake Constance. You will see the famous Rhine river and its magnificent falls at Schaffhausen, visit the Island of Reichenau on Lake Constance a UNESCO World heritage sight and enjoy an unforgettable dinner right on the lake.

Continuing Education through the new ENGAGE program: During the conference ISTTE will launch ENGAGE, a continuing education program for ISTTE members and conference delegates. This interactive workshop-style program will focus during the 2012 conference on the latest trends of how to use technology in your classroom. Participants will receive a certificate upon successful completion.

Dates

- 15. October: ISTTE Board Meeting at ANGELL/IUCE
- 15. October: Opening Reception / Lobby area NOVOTEL
- 16. October: Full conference day at NOVOTEL
- 17. October: Full conference day at ANGELL/IUCE Campus
- 18. October: Half conference day at ANGELL/IUCE Campus followed by half day excursion to the Black Forest

Program Highlights

15. October:

Registration open 18:00

Welcome reception in the Novotel lobby from 18:00-20:00 hrs (Regional snack & drink buffet)

16. October / Day1 in the Novotel:

Breakfast

09:30-18:00 Academic Paper Presentations/Industry Breakout Sessions

12:00-17:00 Silent Auction (Proceeds to benefit the ISTTE Scholarship Fund)

13:30-14:30 Lunch in hotel restaurant

16:00-16:30 Coffee break in hotel lobby

17:00-18:30 Guided walking tour around medieval Freiburg

Dinner Dine-around Freiburg's Old Town (we will pre-book tables at a number of different local restaurants, sign-up at the registration desk)

17. October / Day2:

Conference program will move to the ANGELL / IUCE campus (5 min walk from hotel, shuttle available)

09:30-17:30 Academic Paper Presentations/Industry Breakout Sessions

Lunch catered by the school

Evening function: Join us for a real German 'Oktoberfest' supported by ANGELL and the SKAL-Club Freiburg

18. October / Day3

Conference program will continue at ANGELL / IUCE campus (morning session)

09:30-12:00 Academic Paper Presentations/Industry Breakout Sessions

Lunch catered by the school

Afternoon excursion 'The highlights of the Black Forest':

We depart from the conference hotel to the valley of Glottertal, with our English speaking guide we will make our way up into the hills of the Black Forest:

- Visit of St. Peter Church
- Triberg Waterfalls – Germany's highest waterfalls
- Black Forest Museum Triberg
- House of 1000 clocks: cuckoo clocks, grandfather clocks, wall clocks, table clocks
- Drive back via Valley of Hell (Höllental) to Freiburg

Evening on your own / official ending of the ISTTE 2012 Conference

19. & 20. October

Look out for our optional post conference tours (1 and 2-Day Tours)!



CALL FOR WORKSHOPS, PRESENTATIONS & ROUNDTABLES

2012 ANNUAL CONFERENCE OF THE INTERNATIONAL SOCIETY OF TRAVEL AND TOURISM EDUCATORS

Theme: "Sustainable Education in Travel and Tourism"



***Freiburg, Germany
October 16 - 18, 2012***

GENERAL INFORMATION

Join us at the **Novotel Freiburg** and on campus of the **ANGELL Group of Educational Institutes** (www.angell.de) for the **International Society of Tourism and Travel Educators' 31st Annual Conference**, in Freiburg, Germany. We welcome you to the Black Forest Area where you will have the opportunity to meet some of the foremost tourism experts worldwide. Your conference registration form can be found on our web site at: <http://www.istte.org/conference.html>

The 2012 Annual Conference will again devote several sessions to workshops, seminars, roundtables and presentations. It is the intent of these sessions to focus on a broad range of topics that are related to education in the field of travel, tourism, and hospitality services. **ISTTE** is an international organization; therefore, submissions from international scholars are highly encouraged. This coming year's conference will be themed around "***Sustainable Education in Travel & Tourism***"

Workshops, presentations and roundtable discussions provide a forum for international educators, scholars, researchers, industry executives, consultants, vendors, administrators, and government officials to explore issues related to travel and tourism at all levels. *Topics on teaching, learning and delivery are particularly popular.*

Workshops Seminars and Presentations

Workshops and presentations are designed to provide an opportunity for a focused presentation of topics of special interest to travel and tourism educators. Proposals for these sessions should strive to demonstrate an optimum level of thematic cohesion and value to those interested in the **workshop topic**. Workshop and presentations should be designed to provoke, challenge, and generate discussion. It is up to session chairs to identify participants in advance to sign up as presenters for the proposed Workshop and will be responsible for quality control over the presentations in their session. **Please submit a two or three page proposal describing the topic, rationale, format, and list of participants (panelists, speakers)**

Roundtables

Roundtables are an opportunity to discuss and debate contemporary issues of interest to travel and tourism educators. These sessions are usually 30 minutes long. Roundtables should be designed to generate discussion. Roundtable chairs are responsible for quality control over the session. **Please submit a one page summary of the proposed topic.**

Please send proposals for Workshops, Presentations and Roundtables in electronic format- Microsoft Word, to Dawn Aitken, dawn.aitken@humber.ca before midnight May 15, 2012. In the subject area of the e-mail, please type ISTTE 2012 Workshop Roundtable

The body of the e-mail should clearly include the following information:

- 1. Type: workshop, seminar, presentation or roundtable**
- 2. Title or Topic**
- 3. The list of chair, speakers, or panelists**
- 4. Summary of the topic and format**

A selection committee will assess the submissions and make its recommendations by **June 15, 2012**.

A Best Workshop, Presentation and Roundtable Award will be presented at the conference to recognize the recipient's significant contribution.

Details and a summary of the workshops, presentations and roundtables will be published in the conference proceedings.

For all accepted WORKSHOPS the presenters must register for the conference.

Further Inquiries

Any inquiries regarding workshops, seminars, presentations or roundtables should be addressed to

A. Dawn Aitken, CTC

Professor – School of Hospitality Recreation & Tourism
Humber Institute of Technology and Advanced Learning
205 Humber College Blvd
Toronto, Ontario, Canada M9W 5L7
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For further details regarding the **2012 Annual International Society of Travel and Tourism Educators (ISTTE) Conference** please visit the website at www.ISTTE.org.

1/2-DAY BLACK FOREST EXCURSION

Date: Thursday, 18th October 2012
Time: 1:00 pm – approx. 6:00 pm
Departure: Novotel Hotel
Language: English

PROGRAM HIGHLIGHTS

- ^ Drive from Freiburg to Glottertal
- ^ Visit of St. Peter Church
- ^ Triberg Waterfalls – Germany's highest waterfalls
- ^ Black Forest Museum Triberg
- ^ House of 1000 clocks: cuckoo clocks, grandfather clocks, wall clocks, table clocks
- ^ Drive back via Valley of Hell (Höllental) to Freiburg
- ^ English speaking guide, bus driver, entry fees included



INCLUDED IN CONFERENCE REGISTRATION FEE



Triberg Waterfalls



St. Peter Church



Black Forrest

FULL-DAY - THREE COUNTRY TRIANGLE: GERMANY - FRANCE - SWITZERLAND

Date: Friday, 19th October 2012
Time: 9:00 am – approx. 5:00 pm
Departure: Novotel Hotel
Language: English
Group size: 20 - 35 persons



PROGRAM HIGHLIGHTS

- ^ Drive from Freiburg to Basel in Switzerland (only 60 km)
- ^ 90 min guided walk in Basel (followed by some spare time for everyone)
- ^ Drive via Eguisheim to Colmar in France (only 60 km)
- ^ Lunch (not included) and Wine Tasting (included) in Eguisheim
- ^ 90 min guided walk in Colmar in small groups (followed by some spare time for everyone)
- ^ Drive back to Freiburg in Germany (only 60 km)
- ^ English speaking guide, bus driver, entry fees included

PRICE PER PERSON: € 59,-



Colmar, France



Basel, Switzerland

TWO-DAYS - LAKE CONSTANCE: RHINE FALLS - REICHENAU - CONSTANCE - BLACK FORREST

Date: Friday, 19th - Saturday, 20th October 2012
 Time: 8:30 am – 7:00 pm
 Departure: Novotel Hotel
 Language: English
 Group size: 26 - 48 persons

PROGRAM HIGHLIGHTS

- ^ Drive from Freiburg via South Black Forest to Stein am Rhein (Switzerland)
- ^ Visit the Rhine Falls in Schaffhausen
- ^ Next destination is Reichenau island (UNESCO world heritage)
- ^ Hotel Steigenberger incl. dinner reservation directly at the lake & in old town Constance with dinner reservation overlooking lake Constance
- ^ Visit of Mainau island and Meersburg (via ferry)
- ^ Drive to Freiburg via Uhldingen and Birnau (baroque church)
- ^ English speaking guide, bus driver, entry fees included

PRICE PROGRAMM PER PERSON: € 74,-

PRICE HOTEL STEIGENBERGER 5* PER PERSON: € 124,-

price on double room sharing basis, single room supplement: € 35,-



Harbour Constance



Lake Constance



Rhine Falls Schaffhausen



Island Reichenau at Lake Constance

Excursions during our Annual Conference in Freiburg, Germany

Dear members,

We are all excited about the international conference in Freiburg this October. To make your trip unforgettable we have planned a number of excursions and trips so that you can add some sightseeing and German culture to the rich academic program. For all of those who have some extra time to spare we have blocked a number of cabins on the 'Amelia' which is a modern cruise ship on the lovely Rhine River. This particular tour will end on the 15. October, the day before the official conference program will start in the morning of 16. October. You will even be able to join in on the welcome reception in the hotel lobby on the evening of the 15. October as we expect most delegates to arrive on the 15th.

Details about the optional cruise:

Departure 12. October 2012 03:00 p.m.; End 15. October 2012 09:00 a.m.

Route: Cologne (Köln), Mainz, Rudesheim, Koblenz, Cologne (Köln)

This is the most popular route along the Loreley, passing numerous medieval towns along the wine growing river banks.

We are pleased to inform you that we have reserved 10 outside cabins for ISTTE delegates ranging from 449EUR to 499EUR per person (on the basis of two sharing). These can be booked on a first come first serve basis. There might be more cabins available but this is the most popular tour on the Rhine and it usually sells out quickly. Please inform Florian Hummel f.hummel@angell.de as soon as possible if you wish to take part in this pre-conference tour. He will be able to give you more details. This tour is ideal if you fly into Frankfurt since the city of Cologne where the cruise starts is only a short journey from Frankfurt. From Cologne there are direct trains to Freiburg on the day before the conference, so this makes this cruise an ideal addition to your conference program.

Do not worry if you do not plan to join the cruise. As part of the conference program we will tour with you the picturesque black forest and visit its main sights such as the crystal clear Lake Tittisee as well as the church of St. Peter nestled high in the mountains and dating back to 1093 (!) with its amazing organ and one of the oldest libraries. Also expect to join an interactive guided walking tour around the old town of Freiburg at the end of the first day's conference program to get a feel for this medieval University City. For the wine lovers among you we will organize a wine tasting at one of the local wineries to taste the full bodies Rieslings and many other grapes that you might not expect to grow in Germany.

Viele Gruesse und bis bald in Deutschland!

How to get to Freiburg, Germany (,Freiburg im Breisgau‘)

Most international travelers from overseas will fly into Frankfurt Airport which is Europe's second biggest airport and hence offers a variety of (mostly) direct international air connections. From within Europe Basel Airport is a very good alternative since it is closest to Freiburg.

How to get to Freiburg from FRANKFURT AIRPORT

Frankfurt Airport is directly linked with Freiburg City Center by high speed rail (ICE). Frankfurt Airport has two railway stations within the airport terminal facilities. You will need to follow signs for the 'long-distance' railway station in the airport. Do not follow signs for the 'regional railway station'.

On the way to the railway station you will pass sales desks for train tickets. At the railway station itself there is an information desk operated by Deutsche Bahn (German Railways).

While you can buy train tickets prior to boarding the train, be aware that tickets will be cheaper if they are bought in advance online. Generally speaking, the earlier the tickets are bought, the cheaper they are.

Tickets should be bought through the official Deutsche Bahn website, which can also be accessed in English and in a number of other languages.

www.bahn.de/i/view/USA/en/index.shtml

The cheapest fare from Frankfurt Airport to Freiburg Hauptbahnhof (Hbf, Central Station) is 29€ single and 58€ return. The standard fare is 62€ one way or 124€ return (this is what you will pay when buying the tickets at Frankfurt Airport). So try to book early. Be aware that some fares will restrict you to travel on certain trains only. The online booking system will however inform you. If you prefer fully flexible tickets that allow you to travel on any train, this will usually (but not always) cost a little more. Sometimes 1. Class tickets are only marginally more expensive. While 2. Class is quite comfortable, 1 class will give you personal food and drink service, access to the 1. Class train lounge at Frankfurt Airport and generally a quieter ride.

On the drop down menu of the online booking system choose 'FRA FrankfurtAirport' as your departure place and 'Freiburg im Breisgau Hauptbahnhof' as your destination.

Direct trains will take 2hrs and 5 minutes. Every second train will not be direct and you will need to change at places like Mannheim or Karlsruhe. Your booking information will tell you if this is the case. Connecting is simple. Your booking confirmation will tell you on which platform you will arrive and on which platform you will need to board the connecting service.

The ICE trains are fast and modern and you will most certainly enjoy the ride. Every train has restaurant facilities as well as a Bistro with snacks and drinks to enjoy there or to take to your place.

The conference hotel (Novotel) is opposite the southern end of train station, a very short walk from the main arrivals hall.

How to get to Freiburg from Basel Airport

Basel airport only caters for European flights. Upon arrival make sure you exit via the French exit into France! Do not exit via the Swiss exit into Switzerland. Once curbside in France, there is a shuttle bus that will take you to Freiburg Central Station (Hauptbahnhof). The shuttle will take 55 minutes and runs frequently.

Look up www.freiburger-reisedienst.de/en/airportbus/timetable.php for departure times.

The conference hotel (Novotel) is opposite the southern end of train station, which is directly opposite the arrival bay of the shuttle bus.