

CALL FOR CASE STUDIES

Authors are invited to submit case studies that aim to provide a high quality teaching and learning resource, focused on the management of the tourism, hospitality and events industries for an audience of educators and trainers.

Teaching and learning case studies can be based on empirical research or real-world examples from industry; high quality simulated case studies will also be considered. All case studies should address a current issue relating to management within the tourism, hospitality and events industries. Links with the curriculum areas of marketing, e-commerce, financial management, operations management, economics, strategic management, policy and planning, sustainability, ethics, research methods and human resource management are welcomed; however, other curriculum subjects will also be considered.

Manuscripts submitted to the journal should be original contributions and should not be published or under consideration for publication elsewhere. Submissions should be written in the English language using Microsoft Word and authors must ensure that it is complete, grammatically correct and without spelling or typographical errors. Instructions for the formatting of text, citations/references, and figures/graphs/tables are presented in the 'notes for authors' for *Tourism and Hospitality Management*. Authors must have permission to quote or reproduce materials, including the use of data from companies, within the case study. Case studies will only be published after the lead author signs a declaration confirming this fact. All case studies will be subject to blind peer review.

The submitted text should not normally exceed 2,500 words (excluding abstract, tables, figures and references), and should be prepared according to the instructions below:

- cover page (including the case study title, name of authors, their titles, positions, full addresses of their institutions, telephone and e-mail address).

All pages thereafter must not include authors' details to facilitate blind peer review, and should be structured under the following headings and sub-headings:

- abstract (100 words maximum);
- keywords (between four and six);
- background (explanation of pertinent conceptual background/theoretical frameworks, including citations);
- context (description of the case, organisation or topic);
- references;
- notes for educators/trainers
 - indicative learning outcomes
 - recommended delivery style (lecture, seminar, tutorial, workshop, independent study)
 - teaching and learning activities (discussion questions, problems, tasks and/or scenarios);
- further reading.

Authors should ensure that manuscripts provide detailed information about the case and the conceptual background/theoretical frameworks. The style of writing should be descriptive and explanatory; authors should avoid analysis or evaluation. Instead, the notes for educators/trainers (in particular the discussion questions, problems, task and/or scenarios) should be designed to allow students/trainees to analyse, evaluate, synthesise and apply knowledge and skills to a tourism, hospitality or events management topic so as to enhance the quality of teaching and learning.

Case study manuscripts should be sent to the Editorial Office electronically via e-mail thm@fthm.hr. The editors reserve the right to return improperly formatted manuscripts to the authors, without blind review.

For further guidance on writing teaching and learning case studies:

Farhoomand, A. (2003), "Writing teaching cases: A quick reference guide", *Communications of the Association for Information Systems*, Vol. 12, pp. 103-107.

Stone, G. and Ineson, E.M. (2011), "Introduction", in Ineson, E.M., Niță, V. and Wells, K. (Eds.), *International Case Studies for Hospitality and Tourism Management Students and Trainees, Volume 2*, Tehnopress, Iași, pp. xiii-xiv.