

First Announcement:

8th ATLAS Business Tourism SIG Conference, December 4. – 6. 2011 in Copenhagen at the Copenhagen Business School, Denmark

1. Conference Theme:

"Sustainable Business Tourism – Why? How? To What Extent?"

*Strategy and Implementation with Focus on Experiences from Practice,
Education and Research*

Why?

Sustainability including the economic, the social, and the environmental dimensions, is becoming more and more important for people and companies. For the last decade companies have discovered that being oriented towards sustainability can be an important parameter for image and thereby also for the bottom line. However, it is important that it is done in the right way if it shall be successful. The core element of the conference is dealing with this issue.

The recent United Nations Climate Change conference (COP15) in Copenhagen underlines the importance of the environment in our world today and stresses that actions have to be taken to preserve the environment so future generations will be able to enjoy it as well.

Many new and green initiatives have been undertaken to make the environment an important area of focus for business tourism, but there is still much to do as this field is rather unexplored. Strategy and implementation in tourism and especially in business tourism are areas that have to be researched to a much higher degree.



How?

The conference welcomes papers that have to do with strategy and implementation for how to deal with the greening process in theory, practice, and papers that can put light on experiences from already initiated investments and processes within this field. It is clear that also more education and research are needed, why papers on education and achievement of green skills within business tourism are welcome. New research on sustainable tourism in relation to business is also welcome.

To what extent?

It is of special interest to look at investigations of the extent to which green investments and green procedures have a positive pay-off concerning investments and running costs of achieving green business tourism. Furthermore, it is interesting to study concrete cases in relation to hotels and their offerings of sustainable business tourism products to customers. Also, transportation issues can be included.

2. Call for papers

Paper proposals are welcome on all aspects related to the conference theme. If you wish to submit a paper proposal, please fill in the form that will be available on ATLAS' homepage.

The abstract should have a maximum of 250 words. The deadline will be September 15th 2011.

Full paper submission will be January 31st 2012.

Extended accepted abstracts will be included (max 2000) in the conference material as a working paper. Last submission for working papers will be October 25th 2011.

The Scientific Committee includes Rob Davidson, Head of the ATLAS Business Tourism SIG and Lise Lyck, Centre Director for Center for Tourism and Culture Management, Copenhagen Business School.



3. Registration

Registration takes place via the ATLAS homepage:

http://www.atlas-euro.org/event_copenhagen/tabid/165/language/en-US/Default.aspx

Fees:

	ATLAS members	Non-Members
FULL CONFERENCE Participation fee including documents, lunches / tour / farewell dinner. (Accommodation not included).	€270	€300
STUDENTS Two-day (Monday & Tuesday) participation fee. Tickets for farewell dinner may be purchased. (Accommodation not included).	€50	€60
COMPANIONS Welcome Reception (Sunday) Reception at City Hall (Monday) Tickets for farewell dinner may be purchased. (Accommodation not included).	€65	€85

Early birds: Registration before September 1st gives a reduction of €20 for ordinary ATLAS members and non-members. No reduction for students and companions.

Invitation letter and VISA

Invitation letters to be used for getting a visa can be achieved by contacting TCM.

Contact at TCM ll.tcm@cbs.dk.

It can be done from August 1st.



4. Accommodation

Cheap accommodation:

Cabinn, Scandinavia

Cabinn Copenhagen has 600 rooms in 3 central locations. All rooms are furnished as luxury cabins, with a maximum capacity of up to 4 persons in the same room. All rooms have private bath, toilet, television and telephone, as well as electric kettle with free tea and coffee. The special price for the conference delegates is €72 pr. night pr. person, breakfast included.

Information about the hotel:

<http://www.cabinn.com/english/kbh/city/city.html>

Conference Hotel:

Crowne Plaza, 4 star

One of the most sustainable hotels in the world, the Crowne Plaza Copenhagen Towers, is located in Copenhagen.

Innovative lines and top class Scandinavian design welcomes you as you step into the Crowne Plaza Copenhagen Towers. It is an innovative hotel providing the world's most sustainable accommodation without compromising our international 4 star quality.

The hotel vision is to establish one of the world's most sustainable hotels – based on the idea of a futuristic luxury hotel providing you with all the modern quality, comfort and service you are accustomed to without actually showing the sustainability. The hotel aims to prove that it is indeed possible to offer a top class hotel experience and at the same time be a first mover when it comes to considering the environment.

Crowne Plaza Special rates for up to 70 persons, € 114 /DKK 850 per night for deluxe rooms, breakfast included.

Information about the hotel:

www.crowneplaza.com/CopenhagenTower

Please note that in order to achieve these favourable rates when placing a reservation for either of the two hotels, you must mark the e-mail: "Reservation for the ATLAS conference, December 4.-6". And



copy Lise Lyck' mail (ll.tcm@cbs.dk) to "cc" when sending the reservation request. This offer is available for both of the hotels until 3. October 2011.

For booking at Crowne Plaza:
reservations@cpopenhagentowers.com

For booking at Cabinn:
sca@cabinn.com

Travel Pass

For the conference in Copenhagen attendees are advised to buy a 72 hour Travel Pass that will give access to Zone 1,2,3,4. It cost DKK 180 (€24).

The Travel Pass can be purchased in the airport in the back of terminal 3 close to the train platforms.

Alternatively, taxis are very expensive in Denmark and one must expect to pay about DKK 120 (€16) to go from the Airport to Crowne Plaza and DKK 300 (€40) to go to Cabinn. From Crowne Plaza to Copenhagen Business School a taxi will cost approximately DKK 300 (€40).

5. Programme

Sunday 4 December 2011

19.00-21.00 Welcome reception at Crowne Plaza

Monday 5 December 2011

- 08.30-09.30 Registration at CBS - Address: Solberg Plads 3, 2000 Frederiksberg (metro line M1 and M2 to Frederiksberg station)
- 09.30-10.00 Opening Session
Rob Davidson, Chairman, ATLAS Business Tourism SIG
Lise Lyck, Centre Director, Center for Tourism and Culture Management
- 10.15-12.15 Conference sessions/presentation of papers
- 12.15-13.00 Lunch
- 13.00-15.00 Conference sessions/presentation of papers



- 15.15-16.15 ATLAS SIG Business Tourism Education meeting (members and non-members welcome)
- 18.00- Reception with Lord Mayor of Copenhagen at the City Hall

Tuesday 6 December 2011

- 09.00-10.00 Guest speaker from business and from research
- 10.00-12.00 Conference sessions/presentation of papers
- 12.00- -13.00 Lunch
- 13.00-14.00 Business Tourism in Denmark by VisitDenmark and Wonderful Copenhagen
- 14.00-15.00 Conference sessions/presentation of papers
- 15.00-16.00 Round table discussion
- 17.00 Visit to the Tivoli Gardens and farewell dinner

The programme is subject to changes.

6. Further information

If you have questions you are welcome to contact ll.tcm@cbs.dk for further information. Else, we hope to welcome you to an interesting and inspiring conference in wonderful Copenhagen, Denmark.

