



INAUGURAL
Harrah Hospitality Research Summit
June 9-11, 2010
hosted by
William F. Harrah College of Hotel Administration

CALL FOR PAPERS

This conference focuses on a broad range of contemporary topics relevant to research, education, and industry practices in hospitality, tourism, and related fields of study. The conference will include formal presentations, presentation of grants funded by Harrah's Hospitality Research Center (HHRC), keynote speakers, and research method workshops.

- Lou Carbone, author of *Clued In: How to Keep Customers Coming Back Again and Again*, and one of the leaders in experience management, will attend the Wednesday evening reception and is the keynote speaker for Thursday morning.
- A FREE workshop on qualitative data analysis and Atlas.ti will be provided in June 11-12 (Friday and Saturday)

Academics and researchers in tourism and hospitality are invited to submit conceptual or empirical papers to stand-up or poster presentation tracks. All submissions are required to be submitted electronically by using the online submission system accessible at

<http://digitalcommons.library.unlv.edu/hhrc>

All submitted papers must be original (i.e. not been published or presented elsewhere). A paper may only be submitted once, with no retractions or modifications once submitted. Papers will undergo a blind review process and the one judged to have outstanding merit will receive the "Best Paper" award at the conference.

TRACK 1, Formal Paper Presentation (Abstract of 2000-2500 words): Contemporary Research In Hospitality & Tourism - The primary objective of this track is to provide a forum for reporting research findings in hospitality and tourism, with an emphasis on innovative developments in concepts, models, theories, and/or research methods. This track is open to papers based on completed research studies. Accepted papers in this category will be eligible for the "Best

Paper" Award.

TRACK 2, Poster Session (Abstract of 1000 words): Research in Progress - The intent of this track is to encourage presentation of research projects that are not completed but might be of significant interest to the research community and/or industry. Both conceptually- and empirically-based papers on "research in progress" would fall into this category. A paper based strictly on a "research idea" or "literature review" may not be suitable for this track. This track would also be highly appropriate for graduate students who wish to present a paper based on their research proposals for master's theses or doctoral dissertations to discuss theoretical or conceptual developments, research propositions or hypotheses, and/or a data analysis plan.

Important Deadlines:

Monday, February 15, 2010	Abstracts are due by 24:00, Pacific Daylight Time, USA
Monday, March 22, 2010	Notification of acceptance
Monday, May 3, 2010	Final papers (Extended abstract or full papers) due with revisions by 24:00, Pacific Standard Time, USA

Conference Chairman and Paper Review Committee Chair

Seyhmus Baloglu, Ph.D., CHE
Professor and Associate Dean for Research
University of Nevada, Las Vegas
William F. Harrah College of Hotel Administration
4505 Maryland Parkway, Box 456023, Las Vegas, NV 89154-6023
Email: seyhmus.baloglu@unlv.edu
Telephone: 702-895-3932 Fax: 702-895-4870

For more information on the conference, please visit the Harrah Hospitality Research Center website at: <http://hotel.unlv.edu/research/hhrc/index.html>.