

## Sustainable and Eco-Innovative Practices in Hospitality and Tourism

Call for Papers for a Special Issue of the *Cornell Hospitality Quarterly*

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### Special Issue Goals

Sustainability and innovation have become increasingly important topics of interest for academe, society, organizations, and governments. Innovative, sustainable practices can help businesses perform better while satisfying all three Ps: people, planet, and profit. By merging innovation and sustainability through a focus on “eco-innovation,” as part of corporate, social, and environmental responsibility, one can create added value for all stakeholders while concurrently reducing environmental impact. For this reason, sustainable operation is vital for competitiveness, economic advantage, and for addressing social issues in general. Moreover, such efforts lend direct support for ‘Doing good while doing well’, a central business *mantra* of the 21<sup>st</sup> century.

From the business point of view, it is also a great time to enable companies to increase their investment and identify revenue sources in this field. Hospitality companies are cognizant of the importance of innovation and a proactive environmental approach to successful operation. Consequently, hospitality and tourism organizations are striving to be eco-friendly while maintaining their competitive edge financially. In support of this effort, we are seeking research that helps hospitality organizations create sustainable solutions that make best use of core resources and improve organizational efficiencies while reducing our collective carbon foot print. *Research that helps hospitality and tourism organizations become operationally productive, socially responsible and proactively ‘eco-innovative’ citizens of the society is highly encouraged.*

Areas of inquiry may include but are **not** limited to:

- New models, frameworks, and explanations for the hospitality and tourism fields with a focus on sustainability
- Economics of sustainable decisions – qualitative and quantitative approaches
- Best eco-innovative practices in travel, tourism & hospitality organizations
- Defining sustainability – a critical review of current literature and suggestions for future
- ISO 400, Nordic Swan Green Palms - comparative analysis of Green tools and measures
- Scale development for measuring Green firms of tomorrow
- Case studies of champions of sustainability, social responsibility, eco-innovation and Green practices from hospitality and tourism
- ‘Going Green’ from an interdisciplinary perspective
- Does sustainability pay? Consumer studies and secondary data analysis that promote sustainable effectiveness and efficiency in organizations
- Global perspectives on the changing travel needs of Green consumers
- Emerging nature of sustainable and Green engineering in hospitality-tourism
- Energy management – practical solutions and innovations for hospitality-tourism

- Destination marketing and promoting sustainable tourism
- Green designs and architecture for tomorrow
- Socially responsible human practices for sustainable hospitality-tourism

## Guest Editors.

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## General Information for Prospective Authors

The editors are open to receiving research that represents different methods and styles. These include but are not limited to new frameworks using multidisciplinary explanations, as well as empirical and qualitative studies.

We also are interested in research that is based on compelling case studies of single or multiple organizations, studies that involve interdisciplinary perspectives (e.g., sociology, strategy and operations management, etc.) and research involving surveys and interviews with managers in hospitality organizations and their customers.

This call for a special issue of *Cornell Hospitality Quarterly* is open to anyone who has a sound, useful, practical / conceptual and innovative message of interest for managers in the hospitality, travel and tourism organizations related to sustainability and eco-innovation.

- The *Cornell Hospitality Quarterly* (CQ) is a **peer-reviewed SSCI journal**. It publishes research in all business disciplines that contribute to management practice in the hospitality and tourism industries. For more details and manuscript guidelines, please visit the official website of the CQ. <http://www.hotelschool.cornell.edu/research/chr/pubs/quarterly/submit.html>

## Submission Procedure.

Prospective authors are strongly encouraged to contact the special issue editors regarding potential topics of interest or any questions / suggestions regarding the special issue.

For paper submission, authors will be required to set up an online account on the SageTrack system hosted by ScholarOne. All manuscripts should be submitted via [www.mc.manuscriptcentral.com/cq](http://www.mc.manuscriptcentral.com/cq) only.

## Timeline

<b>Abstracts Submissions -</b>	October 15 <sup>th</sup> , 2012
<b>Abstract Decisions -</b>	Nov. 15 <sup>th</sup> , 2012
<b>FULL Paper Submission -</b>	<b><u>January 15<sup>th</sup> 2013</u></b>
<b>Full Paper Decisions -</b>	<b><u>March 15<sup>th</sup> 2013</u></b>
<b>Submission of Revisions -</b>	April 15 <sup>th</sup> 2013
<b>Revision Decisions -</b>	May 15 <sup>th</sup> , 2013