

## *In a Nutshell*

The BEST Education Network is holding Think Tank X, entitled **Networking for Sustainable Tourism** on June 27-30, 2010 in conjunction with MODUL University Vienna, Austria.

The theme of Think Tank X highlights the importance of networking in creating and disseminating knowledge on sustainable tourism as well as in promoting and implementing more sustainable practices in tourism. BEST EN, being a network of tourism educators from around the world, wants to use this tenth anniversary to establish and strengthen ties to other organizations and networks focusing on sustainable tourism.

The topic of networking will be explored through keynote speeches, paper presentations, sessions to jointly develop educational and research materials, and an Industry Forum.

## *Keynote Speakers*



**Dr. Ulrike Gretzel**  
Assistant Professor and  
Director of LIST  
Texas A&M University, USA

*All's Well That Networks  
Well: Harnessing the Power  
of Virtual Networks for  
Sustainability Research and  
Practice*



**Prof. John Tribe**  
Head of Tourism  
University of Surrey, UK

*Tribes, Territories and  
Networks in the Tourism  
Academy*

## BEST Education Network Executive Committee



Dr. Janne J. Liburd  
Chair, BEST Education Network  
University of Southern Denmark



Dr. Pierre Benckendorff  
James Cook University



Dr. Jack Carlsen  
Curtin University of Technology



Dr. Deborah Edwards  
Chair, Knowledge Creation  
University of Technology Sydney



Dr. Claudia Jurowski  
Northern Arizona University



Dr. Dagmar Lund-Durlacher  
Chair, Think Tank X  
MODUL University Vienna



Dr. Caroline Scarles  
University of Surrey

## *Partners*

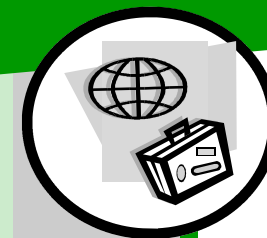


For further information please visit  
[www.besteducationnetwork.org](http://www.besteducationnetwork.org)  
or contact  
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BEST Education  
Network

**Think Tank X**

*Networking  
for  
Sustainable Tourism*



June 27-30, 2010

MODUL University  
Vienna  
Austria

[www.besteducationnetwork.org](http://www.besteducationnetwork.org)

## Reasons to Attend

Amongst other things, Think Tank participants will have the opportunity to:

- Create knowledge in the form of educational and research materials on networking for sustainable tourism,
- Network with fellow researchers, educators and organizations in the field of sustainable tourism development,
- Learn firsthand about the importance and challenges of networking for sustainable tourism, including in the host community,
- Discuss how to better position the case for sustainable tourism,
- Share your work and experiences with the participants and fellow researchers in the field.

## Programme

The three day event includes:

- Keynote speeches by acknowledged international experts addressing aspects related to the role of networking in sustainable tourism,
- Research paper presentations related to the conference theme and sustainable tourism in general,
- Sessions to develop an educational module, a wiki and a practical guide on networking for sustainable tourism,
- Industry Open Forum with regional industry, governmental and non-governmental representatives assisting in the development of case studies,
- Workshop to learn firsthand about challenges of and strategies for effective networking,
- Half Day Tour in the region combining sightseeing with networking activities,
- Time to socialize and network in the evenings including a welcome BBQ, Drinks over Vienna and a gala dinner at the town hall.

## Think Tank Objectives

Committed to furthering the development and dissemination of knowledge in the field of sustainable tourism, BEST EN acknowledges the important role of networking in pursuing sustainability. Tangible outcomes of the Think Tank will include:

- a wiki exploring aspects related to the role of networking in the pursuit of sustainable tourism,
- a teaching module on networking for sustainable tourism for integration in undergraduate courses,
- a special edition of the Journal of Tourism and Hospitality Research featuring selected conference papers on the Think Tank theme,
- Case studies describing approaches to network for sustainable tourism,
- A practical networking guide for academia and industry.

## Registration

Attendees are asked to register in advance of the event. All details including the registration form is available online at [www.besteducationnetwork.org](http://www.besteducationnetwork.org). Full registration costs 380 EUR\* / 410 EUR and includes:

- Conference Bag with Think Tank materials and badge permitting access to all sessions,
- Conference Proceedings CD,
- Copy of Tourism and Hospitality Research special issue,
- Lunch, tea and coffee throughout the conference,
- Admission to the Welcome Reception and Dinners
- Half day tour
- Ground transportation between the conference hotels and the venues.

Early bird\*, student and BESTEN membership discounts are available. Half day registration to attend the networking lunch, industry forum and networking workshop in the afternoon of June 28 is also offered for 90 EUR.

Payments can be made online or by bank transfer.

Accommodation is not included in the registration fee but can be booked with the conference registration.

## Venue

Austria is located in the heart of Europe, known as the Centrope Region. The capital, Vienna, is known as an economically, politically and culturally important metropolis with a unique charm and vibrancy. The place combines an international atmosphere with the traditional flair of its coffeehouses. It offers classical music and modern art, historic buildings and outstanding shopping opportunities making it one of the cities with the highest quality of life.

The Viennese climate is moderate and mild with summer temperatures ranging from 20-30°C. The city is easily accessible by plane or train and boasts an excellent public transport system.

The sessions will take place at MU Vienna, which is located on top of Kahlenberg offering a marvelous view over the city.

For details please visit [www.wien.info/en](http://www.wien.info/en)

## MODUL University Vienna



Since September 2007, MODUL University Vienna, an international, private university owned by the Vienna Chamber of Commerce and Industry, has been offering bachelor and master study programs. Students from more than 50 countries are currently studying on Vienna's Kahlenberg in the fields of Tourism & Hospitality Management, Public Governance and Management, and New Media Technology and Management.

Environmental and social sustainability is a key principle of MU Vienna and is not only reflected in the university's academic activities but also in the daily work flow.

### MODUL University Vienna

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[www.modul.ac.at](http://www.modul.ac.at)