

BALANCING ART, INNOVATION & PERFORMANCE
In food & Beverage, Hotel and Leisure industries

I-CHLAR
2011

**INTERNATIONAL CONFERENCE ON
HOSPITALITY & LEISURE APPLIED RESEARCH**

7 & 8 July 2011 at Institut Paul Bocuse & IAE Lyon - France

Jointly founded by

Indiana University and Lausanne Hospitality Research

Within fierce competition in a globalised tourism sector, increased by recent development in information and development technologies, tourism enterprises are working hard to maintain competitiveness. In this context, it is important to balance art, innovation and performance.

Many tourism markets have become very mature requiring innovation and/or new tourism attractions. Thus, the tourism industry's challenge is nowadays to provide increased value for money either through innovation-driven cost reducing changes in production and marketing processes or through product changes providing more varied tourism experiences for quality-conscious and saturated multi-option customers.

The importance of innovation was long underestimated in service activities. In contrast to the radical innovations vital to growth in manufacturing sectors, innovations in services and tourism were secondary and capital-scarce, and for this reason they were excluded from the scope of government interest and action. Now, the dissemination of new modes of production and the resulting organisational shock waves, along with the marketing adjustments this has entailed, have been the subject of some research. Yet the issues involved in innovation in tourism are not confined to the information revolution, and many other questions remain.

That said, search for better performance must not obscure the fact that hosting, welcoming and entertaining guests constitute an art. Considering the trend of looking for more quality-oriented travel experience, omission of this element would result in unsatisfied customers.

I-CHLAR 2011 will examine the research which is currently being carried out and pass in review the industry practices in this field.

RESEARCH PAPERS, PROFESSIONAL CONTRIBUTIONS & POSTERS

Research papers, professional contributions and posters to be submitted should be related to the balance of art, innovation and performance in Food & Beverage, Hotel and Leisure industries according to the following themes:

Service innovation

- New trends, concepts, services and products
- Service performance and quality measurement
- Yield management / revenue management new practices and new strategies
- New information and communication technologies

Management control and operations management in hospitality

- Processes optimization and value creation
- Supply chain management and performance

Advances in consumer behavior

- Customer experience design and measurement
- Defining customer target markets and expectations
- Innovative marketing
- Digital marketing and communication

Culinary arts management

- Art, design, fashion and creativity, combining trends and strategies
- Food choices aligned with market positioning
- Balanced menus and meals issues
- Quality control in sensory culinary experiences
- Modernity and traditions
- Sustainable development as an innovative business model

Innovation as a strategy

- Competitive strategies
- Advances in branding and brand value measurement

Modern leadership, managerial styles and performance monitoring

- Advances in organisation management
- Competencies and skills for future managers
- Talent management

This list is not exhaustive. Consequently, any contribution dealing with other issues relevant to the generic theme of the conference are welcome!

Deadline for abstract submission:

22th November 2010

Deadline for full paper submission:

21st March 2011

WHO SHOULD ATTEND

Innovative, talented researchers (professors and students) and industry managers eager to share their applied research outcomes and current business practices in order to bridge the gap between the two communities searching for realistic solutions to real world challenges.

I-CHLAR CONCEPT AND OBJECTIVES

Ecole hôtelière de Lausanne & Indiana University in Bloomington have collaborated to found and develop this unique concept of conference which brings together, every two years, hospitality academics and industry professionals creating a community of mutual learning.

I-CHLAR is a non profit-making event as it is organized by educational institutions in hospitality, leisure and tourism, sharing the same belief that academics and professionals should exchange and share their respective knowledge and put together complementary and relevant competences needed to face the future challenges of the hospitality, leisure and tourism industry.

I-CHLAR is designed to concentrate on original content with a unique structure focusing on the following characteristics:

- Provide a learning experience for both academia and professionals
- Concentrate presentations' content exclusively on applied outcomes/research
- Narrow the gap between academia and industry through knowledge transfer
- Focus thoughts and discussions on concrete actions
- Have a human-scale event facilitating close networking opportunities

The official language of I-CHLAR is English.

For any further information:

www.i-chlar.com

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Co-founders



Co-organizers



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