SURREY 2023

BRINGING HOSPITALITY, TOURISM, TRANSPORT, & EVENTS

BACK FOR GOOD

UNIVERSITY OF SURREY, UK
05-07 JULY 2023

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CALL FOR CONTRIBUTION

Organised by the University of Surrey's School of Hospitality and Tourism Management, the Surrey 2023 Conference will be held from **5-7 July 2023** in **Guildford, UK**. Under the theme of **"Bringing Hospitality, Tourism, Transport, and Events Back for Good"**, the Surrey 2023 Conference will bring together researchers, educators, students, practitioners, and policymakers to share visions, expertise, experiences, and best practices in hospitality, tourism, transport, and events to create an action framework for building a more responsible and resilient industry.

TRACK 3. DIGITAL FUTURES

We welcome contribution on topics related to digital paths to sustainability – how digital technologies and intelligent systems will play a role in making hospitality, tourism, transport, and events industries more sustainable. These include, but are not limited to the following areas:

- Digital nudging for responsible behaviour
- Artificial intelligence for sustainability
- Technology for social good
- Social good digital currencies
- Ethics, governance, and morality of technology
- Digital divide and social inclusion
- Digital/social media wellbeing
- Digital privacy and cyber-security
- Digital transformation, innovation, and business resilience

- Platformic work and digital labour
- Algorithmic management
- Future of human-machine collaboration
- Digital upskilling
- Cyberphysical systems
- Metaverse and immersive technologies
- Smart tourism, places, and attractions
- Value adding platforms
- Alt proteins and the future of food systems
- Futures of digital marketing

There are two ways to contribute to this track:

1. **Oral presentation**
   - Submit a 500-word abstract by **6 January 2023**
   - Outcomes will be communicated to authors by 3 February 2023
2. **Poster/interactive media presentation**
   - Submit a poster/dashboard/video presentation by **10 February 2023**
   - Outcomes will be communicated to authors by 24 February 2023

Submission portal: **easychair.org/conferences/?conf=surrey2023**

At the conclusion of the conference, we aim to produce "**The Surrey Good Bucket List,**" a list of targets and accomplishments that we set to achieve in the next 5-10 years, along with guiding principles for what constitute good for hospitality, tourism, transport, and events. To optimise the impact of the conference, the consensus will be developed into academic papers and policy briefs.

The Surrey 2023 Conference will implement a **decarbonisation** plan by covering up to 50% of carbon offset cost for all international delegates travelling to Surrey by air.

CONTACT

For more information regarding this call, please contact **Track 3. Digital Futures Chairs**:

- **Dr Brigitte Stangl,** Deputy Director of the Centre for Digital Transformation in the Visitor Economy (DIGMY), SHTM – b.stangl@surrey.ac.uk
- **Prof Caroline Scarles**, Director of the Centre for Digital Transformation in the Visitor Economy (DIGMY), SHTM – c.scarles@surrey.ac.uk
- **Prof Iis Tussyadiah**, Professor in SHTM & Fellow of the Surrey Institute for People-Centred Artificial Intelligence (PAI Institute) – i.tussyadiah@surrey.ac.uk