



Call for Chapters

Gastronomy for Tourism Development: Potential of the Western Balkans

Editors

Professor Almir Peštek, PhD
School of Economics and Business in Sarajevo
University of Sarajevo
almir.pestek@efsa.unsa.ba

Ass. Professor Marko Kukanja, PhD
Faculty of Tourism Studies – TURISTICA
University of Primorska
Marko.Kukanja@fts.upr.si

Professor Sanda Renko, PhD
Faculty of Economics and Business
University of Zagreb
srenko@efzg.hr

Although the transition process started in the Balkans some twenty years ago, the whole region is still facing by similar problems of polarisation, un-connectedness and peripherality. While striving to achieve and foster economic growth, social well-being, and sustainable development, all countries in the region heavily rely on tourism sector as their major source of income. Despite the many programs that have been implemented by the EU and other donors related to the economic development of the region, there is a lack of the literature on tourism (especially gastronomy) potentials of the Western Balkans. In this view, the common gastronomic heritage presents a unique opportunity to develop a gastronomic tourism product that goes far beyond the different national identities. Today, several dishes, preparation methods, and service procedures are recognised as the authentic gastronomy of the Balkans presenting a fascinating “melange” of West-European, Mediterranean, and oriental culinary traditions with a special local (Balkan) touch.

Taking into consideration that the Western Balkan countries are following the most tourist developed countries of Central Europe which are nowadays keen to develop authentic and recognisable gastronomic tourism products, this book addresses the growing need for more research and expands the current knowledge base about tourism and gastronomic potentials of the region.

Accordingly, the book can be considered as a theoretical and practical guide towards a gastronomic future for the Western Balkans, showing drivers, potentials and barriers affecting the region in its effort to become a prominent European food destination.

Call for chapters:

The guest editors of this book are seeking contributions in theoretical and practical aspects of gastronomy potentials for tourism development of the Western Balkans region. Accordingly, the book aims to include both empirical research works as well as conceptual pieces covering (but not limited to) to the following topics:

- tourism and gastronomy,
- the role of gastronomy in destination marketing,
- strategies of gastronomy development,
- sustainability in gastronomy,
- authentic food offerings,
- gastronomic specialties and their protection,
- local food production and consumption,
- quality management in gastronomy,
- economic growth, tourism and local food production,
- cooperation between various stakeholders (education, agriculture, tourism, culture),
- Innovation and education in gastronomy.

Submission instructions:

Researchers and practitioners are invited to submit on or before **March 30, 2019**, a chapter proposal of 1,000 to 2,000 words clearly explaining the mission and concerns of his or her proposed chapter. Authors will be notified by **April 15, 2019** about the status of their proposals. Full chapters are expected to be submitted by **August 31, 2019**. All contributions must be lectured. The submitted chapters will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for this project.

Note: There are NO submission or acceptance fees for manuscripts submitted to this book publication. All manuscripts are accepted based on a double-blind peer review editorial process. All proposals should be submitted to marko.kukanja@fts.upr.si

Important Dates:

March 30, 2019: Proposal Submission Deadline

April 15, 2019: Notification of Acceptance

August 31, 2019: Full Chapter Submission

October 15, 2019: Review Results Returned

November 15, 2019: Final Chapter Submission and Acceptance Notification

For additional information don't hesitate to contact the editors.

Manuscript Requirements:

Manuscripts should be original contributions and should not have been previously published nor be currently under consideration for publication elsewhere. Manuscripts should be between 7.000 and 10.000 words (including references and appendices and allowing for figures and tables) and formatted according to the following order (per chapter):

- Title page (Title, Author(s), Affiliations (shipping addresses), Phone numbers, E-mail addresses)
- Running head (up to 65 characters in length)
- Abstract
- Main text; try to subdivide into sections using headings/subheadings
 - Headings of sections and subsections must be short, clearly defined and **not numbered**
- Acknowledgements
- Appendix
- References: APA 6th Edition is used. Please see the references section below for more detail
- Figures
- Tables

Contracted word count: Keep a check on your word count as the writing process ensues and do note that each illustration or figure taking up half a page in the typeset Work counts as 215 words towards the total.

Abstract

Authors must supply an abstract of maximum 250 words in total. Please provide up to six keywords which encapsulate the principal topics of the chapter.

Figures, Tables and Illustrations

All books are published in black, white and greyscale. Please ensure all tables and figures are created in black and white so you know exactly how they will reproduce on paper. Please also ensure they are clear and legible on half a page of A4 paper.

- Ensure that tables/figures/illustrations are complete with necessary superscripts shown, both next to the relevant items and with the corresponding explanations or levels of significance shown as footnotes in the tables and figures.
- All Figures (charts, diagrams and line drawings) should be submitted electronically.
- Figures should be of clear quality, in black and white and numbered consecutively e.g. Fig. 1, Fig. 2
- If any figure has sub-parts please label as Fig.1a, Fig.1b
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- Illustrations should also be submitted electronically. Do not use screen dumps since their resolution is too low.
- Make sure illustrations are clearly labelled (label the illustration with the chapter and figure number).
- Files of illustrations/figures are optional, but will be used if possible. For usable file formats, please note the following:
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- To prepare screenshots, simultaneously press the “Alt” and “Print screen” keys on the keyboard, open a blank Microsoft Word document and simultaneously press “Ctrl” and “V” to paste the image. (Capture all the contents/windows on the computer screen to paste into MS Word, by simultaneously pressing “Ctrl” and “Print screen”.)
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- Supply succinct and clear captions for all tables, figures and plates.

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For reasons of conversion it is preferred, albeit not mandatory, that mathematics/linguistic characters in the file are produced through the facilities of the program itself (e.g. the equation editor of MS Word, or LaTeX for maths). If the equations have been produced by making use of some special program other than that used for the body of the text, the conversion to the typesetting system is a more complex matter.

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Footnotes and Endnotes

- Footnotes are preferred
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- The use of footnotes or endnotes should be consistently used throughout the book

Appendices

Appendices will be placed at the end of the reference section. The numbering of the figures and tables in the Appendix should be named as A1, A2, A3, etc., even if there is only one Appendix. If a chapter contains 2 appendices, the first appendix should be named as Appendix A and the second appendix should be named as Appendix B. Further, if Appendix A has 3 equations, the equations should be named as A.1, A.2 and A.3.

References

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