

# HICA 2015 calls for hospitality research papers

The Tourism Business Council of South Africa and its partners in organising the annual Hospitality Investment Conference Africa (HICA) are inviting members in academia and in the public to submit hospitality research papers to be showcased at this year's conference.



This year's HICA conference will take place from 9-11 September 2015 at The Hilton Hotel in Sandton, Johannesburg. HICA focuses on a broad range of contemporary topics relevant to the businesses of hospitality, tourism, and related fields (Real Estate Development, Finance, Marketing, Human Resources etc.).

HICA wishes to give opportunities to academia to showcase their research work and to network with industry leaders from regional Africa and internationally. Therefore, proposals are hereby solicited from faculty members, post-graduate students and/or undergraduate honours students who have conducted research work in the hospitality sector and wish to showcase it at the HICA 2015 conference.

The primary objective of this initiative is to provide a platform for reporting "state-of-the-art" research in hospitality and tourism and related fields, with an emphasis on innovative developments in concepts, models, theories, and/or research methods especially in sub Saharan Africa. Practical applicability of findings to the industry will be highly valued. This initiative is open to papers based on COMPLETED research studies.

Papers based on completed Master's theses or honours/class projects are also acceptable. To be selected, papers must solidly demonstrate sound theoretical development, proper research design, pertinent data collection methods, appropriate and relevant data analyses and exhibit a possible solution to real-world problems.

"As the leading hospitality conference in Africa, HICA is providing a wonderful opportunity for academics to present their completed research work to this extraordinary group of conference delegates representative of all areas of the hospitality industry", says Conference Chair and TBCSA CEO, Mmatšatši Ramawela. "We see this as our way of providing a platform for academia to share their research and recommendations in solving some of the industry challenges, or inspiring innovative change with some of the industry's leading role players".

## How to submit

Submissions should be Conceptually-based or Empirically-based. The authors will be required to make the necessary preparations and arrangements for the requested presentation format. The judging criteria for submissions will be primarily on the following:

- Overall quality (design of the study, development of the concept, etc.);
- Clarity, articulation and ease of comprehension of the paper;
- Significance of the contribution to the discipline;
- Interest to HICA participants and/or,
- Practical applicability of findings to the industry.

All submissions/papers need to meet the formatting guidelines specified in the HICA Paper Template that can be accessed on the HICA website or by email on [alex@tbcsa.travel](mailto:alex@tbcsa.travel).

Fully completed submissions are to be made to:

Vincent Joyner at [PaperReview@HIPinAfrica.com](mailto:PaperReview@HIPinAfrica.com) The deadline for all Submissions is 31 July 2015.

For more, go to [www.hica.co.za](http://www.hica.co.za).

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