



# Teaching Traditions

HEALTH, WELLNESS, AND  
NON-HOTEL LODGING TRENDS  
IN THE HOSPITALITY INDUSTRY

**Saturday March 17<sup>th</sup>**

**APICIUS INTERNATIONAL SCHOOL OF HOSPITALITY  
2018 Conference Call for Papers**

## Call for Papers

Apicius International School of Hospitality at Florence University of the Arts is pleased to announce its 4<sup>th</sup> annual conference of the TEACHING TRADITIONS conference series.

## Conference Theme and Date

Health, Wellness, and Non-Hotel Lodging Trends in the Hospitality Industry Hosted at the FUA campus in Florence on March 17<sup>th</sup>, 2018

### Conference Theme

The conference focuses on two fast-growing global tourism segments: wellness tourism and non-hotel lodging. The steady growth of health and wellness services, in particular spas, demonstrates how this area has become a major player in tourism, and the increased value of wellness in the travel sector is expected to increase according to current growth indexes in tourism demands and services offered.

Today, the interest towards personal wellbeing in travel has reached exceptional heights. Wellness tourism represents the intersection of a powerful lifestyle trend and a growing global industry. At the same time, wellness tourism supports the preservation of traditional cultures and natural resources, stimulates local entrepreneurship, and shares elements common to other niche tourism segments such as adventure tourism, culinary and wine tourism, and eco-tourism.

With regards to the second part of the 2017 theme, the growing demand for non-hotel forms of lodging demonstrates the necessity of examining diverse categories of guest experiences and how evolving preferences impact the overall tourism industry. The overall objective of the conference theme intends to analyze current and future trends, and most importantly how their influence will contribute to a holistic approach to the services offered by hospitality and travel, and how they are delivered/perceived by industry operators and consumers.

### Suggested topics include, but are not limited to:

- Wellness Tourism Management
- Impact of Wellness Tourism on the Tourism Industry
- Economic weight of Health and Wellness Tourism and of Non-Hotel Lodging
- New jobs and professional figures in the Health and Wellness Tourism Industry
- Management of Wellness Industry and professional perspectives
- Connections between Culinary, Health, and Wellness Tourism
- Eco-sustainable health and Wellness Tourism
- Connections between Non-Hotel Lodging and Cultural Tourism
- Hospitality and Culinary Arts as cultural assets
- Connections between Food, Wine, and Health
- Experiential Learning in Hospitality Industry from a Wellness perspective
- Higher Education and Community Engagement

The above topics will be examined and discussed by hospitality educators, professionals, and organizations at various panels scheduled throughout the conference. The FUA student body will be represented during the student panel session, guided by a faculty member.

### Abstract Submission Information

To apply, please send a one-page abstract of no more than 300 words in English and a CV to [conferences@fua.it](mailto:conferences@fua.it). The deadline for submissions, which will be examined by the Conference Scientific Committee, is January 31<sup>st</sup>, 2018. Presentations must be conducted in English and should not exceed 15 minutes. Debate on delivered presentation will follow. Selected papers will be published in an online volume of conference proceedings.

### Conference Venue

Corso Tintori, 21 - 50122 Florence, Italy

### Contact Information

The Conference Scientific Committee may be contacted at [conferences@fua.it](mailto:conferences@fua.it)

