

ICRET/AlpNet  
Research Award  
“Winter Tourism”

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The AlpNet was founded to promote and secure the Alpine tourism development: It currently has 8 official partner regions: Bern, Graubünden, Lucerne, Rhone Alpes, South Tirol, Tirol, Trentino and Valais. Every year the AlpNet stages the international event „theALPS“ which brings together Alpine tourism managers. This year **theALPS 2016** will take place in the AlpNet-Region Innsbruck, Tyrol (Austria), from the **19<sup>th</sup> – 21<sup>th</sup> of October**. The overall theme of this year’s event and the topic of the AlpNet Research Study is "future of alpine winter tourism".

As an integral part of The AlpNet’s vision it attempts together with **ICRET** (International Center for Research and Education in Tourism) to build a bridge between research, tourism education and Alpine tourism industry: with this **2<sup>nd</sup> call we are looking for the most interesting research contributions on „winter tourism in mountain regions“** (e.g. dealing with innovation and product development, destination management, new challenges for the future, networking and cooperation)

You are eligible to apply when you

- ...are or you were undertaking a research in the field of mountain/winter tourism within the last two years,
- ...wrote and maybe published your master thesis/dissertation/PhD in this field of research or
- ...co-authored a research study in this field of research and published it in an academic journal.

### How can you apply?

Send in a one-page summary of your work (at the maximum 200 words including the aim of the study, method, results and implications for the industry) to express your interest until **September, 2<sup>nd</sup> 2016 to [info@icret.com](mailto:info@icret.com)**. We will respond until **September, 16<sup>th</sup>** of 2016 and inform you whether you are invited to join us at theALPS 2016 in Innsbruck, Tyrol, Austria. In this case join us from 19<sup>th</sup> – 21<sup>th</sup> of October the AlpNet Region of Innsbruck and present your work in a 10min presentation in front of experts of Alpine winter tourism and the jury, which will decide about the winners.

### What are your benefits!?

You receive an award from a respected international tourism association! (**500,- Euro** for the best work, 300,- Euro for the second best and 200,- Euro for the third best)

You do not need to register for theALPS: you are invited! **Come and meet the industry!** Be part of the greatest Alpine tourism network and get together with potential employers and/or partners.

**Local accommodation and travel costs (within Europe, economy) are covered.**