



ICHRIE Johnson & Wales Case Study Competition Guidelines for Case Study Authors

Requirements

- Sign and submit electronically the case study submission form [which includes information about the author(s) of the case study]
- An electronic submission and files of: a) the case study and b) the teaching note. The case study and the teaching note should not include any information revealing the name of the case study author(s) in order to ensure anonymity during the judging process
- If the case study is compiled from field research a case release letter must be provided. Please scan the signed form and submit it electronically

The ScholarWorks platform is used for submitting case studies and forms. The submission platform is found at: http://scholarworks.umass.edu/ICHRIE_Case_Study_Competition.

Topics & Subject Areas of the Case studies

Cases studies from the tourism and/or hospitality industry are invited that feature a business situation and topic falling within any of the following (but not limited) subject areas:

- Finance & Accounting
- Strategic Management
- Sustainability
- Human Resource Management
- Marketing
- Information & Communication Technologies
- E-Business & E-Commerce
- Information Systems
- Knowledge Management
- Operations
- Services Management
- Law
- Geography of tourism/hospitality
- Sociology of tourism/hospitality
- History of tourism/hospitality
- Tourism Development
- Policy Making
- Destination Management
- Networking - Cooperation
- Service Quality
- Experience Management
- Revenue Management
- Events & Sports Management
- Gaming
- Leisure Management

Guidelines for Case Studies

Case studies must be presented in an appropriate format so that other educators can use and incorporate them in their own teaching.

Case studies may be compiled from field research, published sources and/or generalised experience.

The case studies must be a maximum of 5,000 words, excluding figures, tables, annexes and bibliography.

Case studies should be:

- be engaging in order to deliver an interesting learning experience in the classroom
- explicitly identify, explain and support the teaching objectives and the theoretical concepts of the topic subject
- include questions / management dilemmas that will be able to probe class discussions and debates around the teaching objectives, the case study topic and/or the theoretical concept
- any tables, figures, exhibits, annexes and/or supplementary items should also explain and support the teaching objectives and theoretical concepts. There is not any (min/max) limit about the number of figures/tables that a case study can include. However, case studies will also be evaluated based on the appropriateness, the educational value and the explanatory power of the figures / tables that they include.

Case studies do not have to follow any strict structure. However, each case study is expected to include sections related to the following topics: a) a background of the subject organisation and/or of the topic; b) an analysis of the dilemma and/or the teaching objective; c) a section explaining the questions and dilemmas of the case study; d) related bibliography and additional reading.

Teaching note Guidelines

Each case study must be accompanied by a teaching note for which there is no word limit (although a teaching note of a minimum of 1,000 words is expected).

A well-written teaching note can be a valuable tool for any educator wishing to select and adopt a case study in his/her instruction and teaching processes.

The teaching note should aim to provide to other educators valuable insights into the case study and the learning which can be derived from it. The teaching note can also include suggestions on how to further enhance and maximize the educational potential of the case study.

The teaching notes may also be written in an informal and discursive way. There is not any maximum number of words that the teaching note should meet.

The teaching notes should sufficiently cover the following areas:

- A brief summary of the case study
- an explanation of the teaching objectives by providing examples of the key issues and intended learning objectives
- identification of the target audience: level of class (i.e. undergraduate / postgraduate), subject area of the course
- recommended teaching approach and strategy to be adopted by other educators by providing for example: trigger questions for opening and advancing class discussions; occasions in which the case study can be used (class teaching and/or examination); suggested ways in which the case study can be conducted in class (e.g. individual student work, group work, role playing, simulation exercise etc.); a teaching plan and sequence/timing of class activities; ways to consolidate learning aims and lessons learnt etc
- analysis of the teaching objectives and the theoretical concepts: comprehensive and thorough answers to the case study questions and teaching objectives (as identified in the case study). The analysis should make appropriate reference to relevant theory and literature. If analysis involves the manipulation of qualitative data then formulas, techniques and methodologies for analysing the data and interpreting the results should be provided.
- additional readings and/or references that students can use for learning more about the case study topic. The former may include: books, journal articles, websites, weblogs, newspapers etc

Legal and ethical issues to be addressed

Authors of case studies are advised to make sure that they have obtained the appropriate legal rights of using all the types of information (figures, tables, arguments etc) for writing their case study as well as the rights for publishing and using the case study for educational purposes.

In addition, it is very important that author(s) of case studies respect and adopt ethical values and procedures when conducting and interpreting research findings for writing their case studies.

Please read and follow carefully the following guidelines.

Case studies deriving from field research

Case studies based on field research should seek permission from the subject organization that the resulting case study can be used for educational purposes (i.e. teaching and/or examination). It is the duty of the author(s) of the case study to seek such permission from the subject organization. This permission would refer to a case release permission and it should have the form of a signed form or letter authorizing the use of the case study for educational and publication purposes.

A sample of a case release permission

Dear X,

Thank you very much for the support and the help you and your organization provided me in talking to you and the firm's staff about

Based on these discussions and the documents that you kindly provided me, I have drafted the attached case study entitled ".....".

I hope the case study accurately reflects the reality and the issues we have discussed during our field study and discussions and it does not reveal any confidential information of your organization.

I would appreciate if you could read through the case study carefully and inform me of any corrections that may be required.

Thanking you again for your kind support and cooperation in developing this case study. I believe that the case study makes a valuable contribution to the tourism and hospitality education and the preparation of the next industry leaders.

When you are happy with the case study and any revisions conducted after your comments, I would be grateful if you can return me this letter to indicate your agreement to the publication of the case study and its distribution by ICHRIE for educational purposes.

Yours sincerely,

Y

Signed by:

Position:

Date:

In addition to obtaining a formal case release from the subject organization, it is also expected to add an acknowledgment in the case study thanking the organization and any individual who has helped the case study authors for their co-operation and assistance.

Case studies deriving from publicly available published material and reports

If case studies are drawn and based heavily from a specific report, then permission should be sought from the publisher of this report for using its material in the case study and publishing the case study.

When case studies referring to a topic and/or organization derive and are based on the author's (or authors') personal distillation, synthesis, and interpretation of press releases, published articles, and other publicly available material, then formal release may not be required. However, all sources of information should be included in the bibliography of the case study as well as properly cited within the text. In addition, as a matter of courtesy, the author(s) is advised to send the case study to the subject organization (if any) informing it that he/she/they is/are going to publish the case study for educational purposes and that he/she/they is/are willing to undertake any corrections in case the organization notify (or notifies) him/her/them of any errors and/or misinterpretation of information. Author(s) may also use this opportunity to try to seek and gain some additional and further information from the subject organization.

In general, if you have any question and/or are in doubt about any legal situation about the case release of your case study, it is advisable that you seek further legal advice from your affiliation institution.

References

Heath, J. *The Case Teaching Note*. John Heath Associates.

Leenders, M. R. & Erskine, J. A. *Case Research: The Case Writing Process*. The University of Western Ontario.

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