



ICHRIE Johnson & Wales Case Study Competition Rules of the Case Study Competition

Eligibility to submit case studies

Author(s) can submit an unlimited number of case studies the same case study competition year.

Case study authors may be educators, researchers, students, and/or professionals.

Case studies can be written by multiple authors.

Authors of the case study competition do not need to be members of the ICHRIE. Case studies can be fully written and/or submitted by non-ICHRIE members. However, only case studies authored by at least one active individual member of ICHRIE are eligible to participate in the ICHRIE case study competition and receive any competition prizes. For case studies written by multiple authors, only authors that are active individual members of ICHRIE are eligible to receive any prize awards.

Case studies solely authored by non-ICHRIE members will be submitted to the ICHRIE case study publication series for evaluation and possible publication. However, case studies solely authored by non-ICHRIE members are not eligible for participating in the ICHRIE case study competition and receiving any competition prize.

Only active individual members of the ICHRIE are eligible for ICHRIE case study awards/prizes. ICHRIE membership should be active and valid throughout the entire case study period from the date of the submission of the case study until the presentation of the ICHRIE case study awards/prizes.

Author(s) of the case studies entering the ICHRIE case study competition are obliged to submit their case studies for possible publication to the ICHRIE case studies publication series. Author(s) will be provided with individual constructive feedback about the quality of their case studies, along with suggestions and guidelines for necessary changes/revisions for improving the quality of their case studies, before submitting them for publication to the ICHRIE case study publication series. Feedback will be sent to the lead author of each case study after the case studies evaluation process is over.

The case study authors will release copyright of the case study to ICHRIE, so that the case study can be published in the ICHRIE case study publication series, should the case study is evaluated appropriately and of good quality.

The ICHRIE case studies publication series will feature the publication of at least one electronic book (e-book) of case studies per year. The number of e-books published per year would depend on the number of case studies submitted and accepted for publication. The e-books will include all case studies that have been submitted to the Chair of the ICHRIE Case Study Committee and evaluated positively and accepted for publication by a peer review panel of judges/reviewers. The annual ICHRIE Case Study Publication Series will be published with an ISBN number each October.

Authors of case studies included in the e-books of the ICHRIE Case Studies Publication Series will have access to preferential prices for purchasing the case study e-book including their case study.

The case studies

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

The case studies may refer to any topic and subject area related to the tourism and/or hospitality field and industry.

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

Each case study submission 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).

Case studies may have been already tested in the classroom. If this is the case, the case study author(s) may also submit evidence of the educational effectiveness and impacts of the case study. Any such evidence will also be considered by the competition judges when evaluating the case studies.

Case studies should be written in English.

Case studies must adhere and follow the submission guidelines of case study writing (please see related file entitled Guidelines for Case Study Writing).

Case studies that wish to enter the ICHRIE case study competition should be submitted until the advertised submission deadline of the annual case study competition (a date within May every year).

Case studies can also be submitted after the deadline of the case study competition. Although these case studies will not be eligible for participating in the annual case study competition, the case studies will be eligible for peer review and possible publication in the ICHRIE case studies publication series, should they be submitted to the Chair of the ICHRIE Case Study until the end of June.

The annual ICHRIE Johnson & Wales Case Study Publication will normally be published with an ISBN number each October.

Judging

Every case study will be judged anonymously by three reviewers.

The Chair of the ICHRIE Case Study is responsible for managing the evaluation process of the case study competition, making the final decision about the award winning case studies and managing the peer review process for all case studies submitted to the ICHRIE Case Study Series.

The Chair of the ICHRIE Case Study will be responsible for identifying and selecting three judges/reviewers per submitted case study to review and evaluate a specific case. Judges/reviewers will be selected based on the relevance of the topic/subject of the case study to their professional expertise and the judges'/reviewers' research/educational credentials. Judges/reviewers of ICHRIE Case Studies should be ICHRIE members. Each case study will be evaluated by three judges/reviewers. Judges/reviewers may be eligible to review and assess more than one case study, based on their time, resources, and their willingness to contribute to the review process.

Any attempt to contact or influence the judges and/or the Chair of the Case Study Competition will result in disqualification.

The results of the evaluation process of the annual case study competition will be ready and communicated to the ICHRIE Board of Directors by the Chair of the ICHRIE Case Study at the end of June each year.

The Chair of the ICHRIE Case Study is responsible for informing and communicating with the winning authors of the ICHRIE Case Study competition.

All case studies will be given individual feedback specifically in terms of revisions and enhancements required by the judges, so that selected and qualified case studies can be published in the ICHRIE Case Study series.

The results of the evaluation process of the each case study submitted to the ICHRIE Case Study Series will be communicated directly to the lead author(s) of the case study by the Chair of the ICHRIE Case Study. Author(s) will be given sufficient time to use the feedback for revising the case studies and resubmitting them for possible publication in the annual ICHRIE Case Studies Series.

Case studies will be evaluated and scored against the following criteria:

The case study accounts for 70% of the overall weighting and the teaching note 30%.

The case study and the teaching note will be evaluated against three criteria: content, theoretical underpinning, and presentation.

Content and Theoretical Framework (80%):

Case studies must:

- be topical and relevant to current tourism and hospitality issues
- be engaging in order to deliver an interesting learning experience in the classroom
- explicitly identify, explain and support the teaching objectives of the topic subject
- thoroughly analyse the theoretical concepts and framework that underpin the topic of the case study
- 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.

Teaching notes must include:

- a summary of the case
- an explanation of the teaching objectives and target audience
- the recommended teaching approach and strategy to be adopted by other educators
- analysis of the teaching objectives and the theoretical concepts
- additional readings and/or references

Presentation (20%)

The presentation of cases and teaching notes will be judged on the following areas:

- quality of English
- readability
- clarity of format - presentation of information and data
- a well defined structure.

Recognition

The ICHRIE case study competition aims to recognise the author(s) of outstanding case studies for educational purposes in tourism and hospitality.

The case study competition winners will first be announced at the annual ICHRIE conference. The Chair of the ICHRIE Case Study will present the prizes to the winning authors of the ICHRIE Case Study Competition during the Awards Gala of the annual ICHRIE conference.

A special session will also be organized during the ICHRIE conference, so that the authors of the winning cases will be able to present their work. Following the ICHRIE conference, the winning case studies and their authors will also be announced in: a press release by the ICHRIE that will be sent to various e-mail lists and educational networks and in the ICHRIE website. Winning case studies will also be identified as prize winner case studies in the ICHRIE Case Studies series.

Prizes

The three case studies achieving the highest scores by the three judges' evaluation will be eligible for the following prizes.

In the instance whereby two or more cases achieve the same score, then the Chair of the ICHRIE Case Study will act as a fourth evaluator responsible for giving the final score and ranking of the winning case studies.

1st Prize

The author(s) of the case study achieving the highest score will receive a single prize of 1,000 USD plus one free ICHRIE conference registration for the lead author and \$100 off the registration fee for any multiple authors.

2nd Prize

The author(s) of the case study achieving the second highest score will receive a single prize of 750 USD.

3rd Prize

The author(s) of the case study achieving the third highest score will receive a single prize of 500 USD.

Please note, that there is only one award per case study, i.e. awards are to the winning case study and not to the authors individually. Thus, if there are multiple authors in the winning case study, it will be up to the designated lead author to make any distribution of funds or use of the conference registration. Moreover, the free conference registration which is part of the first prize is only good for the year of the competition.

Only active individual members of the ICHRIE are eligible for ICHRIE case study awards/prizes. ICHRIE membership should be active and valid throughout the entire period from the date of the submission of the case study until the presentation of the ICHRIE case study awards/prizes.

At least one author(s) of the case study winning the 1st Prize is obliged to attend and receive this prize award at the annual ICHRIE conference.

Failure of at least one author to attend the annual ICHRIE conference will result in non receipt of the 1st Prize Case Study Award. As a result, the 1st prize award will go the 2nd award winning case study, the 2nd prize award will be offered to the 3rd winning case study, and the 3rd prize will be offered to the case study that is ranked fourth in the case study evaluation reports.

The author(s) of the 1st prize of the Case Study Award will also need to present their case study during a session of the annual ICHRIE conference.

The author(s) of the 2nd and 3rd prize are also welcome to present their case studies during this session of the annual ICHRIE conference, should they attend the conference.

The deadline for submitting case studies to the ICHRIE competition is the 15th of May 2011.

If you require further information and/or assistance please contact:

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