

CBTS

CONSUMER BEHAVIOUR
IN TOURISM SYMPOSIUM
2026

“From Consumption to Contribution:
Social Dimensions of Tourist Behaviour”

hosted by **DI Tourismforschung**
German Institute
for Tourism Research

FH Westküste
University of Applied Sciences

Call for Papers

Consumer Behaviour in Tourism Symposium (CBTS): 16-18 September 2026

About the CBTS

The annual *Consumer Behaviour in Tourism Symposium* (CBTS) provides an opportunity for tourism scholars to exchange ideas, share perspectives, present academic studies and discuss their results. As in previous years, CBTS 2026 offers both established and emerging researchers the opportunity to engage in discussions about pressing research topics, innovative research directions and practical applications within the field of consumer behaviour in tourism.

CBTS 2026 will be hosted by the **German Institute for Tourism Research** at the **FH Westküste University of Applied Sciences** in Heide, Germany, from **16 to 18 September 2026**.



*‘CBTS 2026 – yet another great CBTS opportunity
for young and emerging scholars to
present their research, meet their peers,
and network with colleagues.’*

Prof Oswin Maurer
(Free University of Bozen-Bolzano),
founder of CBTS

Important Dates

- Abstract submission: **30 April 2026 (extended deadline)**
- Acceptance notification: 31 May 2026
- Registration period: mid-April to July 2026

Registration Fees

- Ordinary participant: 350€
- PhD student (including PhD seminar): 250€
- (Graduate) student: 250€

All rates including Conference Dinner: We warmly invite all attendees of CBTS 2026 to join us for a conference dinner on 17 September at Restaurant [Arche Noah](#). Situated directly on Sankt Peter-Ording's kilometre-long white beach, the restaurant is the perfect setting for a memorable evening. Shuttle buses to Büsum and Heide will be provided.

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The overarching theme of CBTS 2026, **“From Consumption to Contribution: Social Dimensions of Tourist Behaviour”**, invites presentations from a wide range of perspectives related to social sustainability and consumer behaviour in tourism.

After several decades of prioritising profit maximisation and visitor growth, a broader transition within the triple bottom line framework can be witnessed both in tourism research and practice. This manifests itself in academic and industry discourse moving from a predominantly economic focus to greater attention to ecological and social dimensions (Dwyer, 2018; Higham & Miller, 2018; Köchling et al., 2023). Social sustainability recognises a pivotal tension between tourism as a mode of consumption and a catalyst for contribution for different stakeholder groups.

Destinations and tourism stakeholders are facing growing challenges related to perceived imbalances between tourists and residents, as well as inequalities, exploitation, and injustices among different stakeholder groups (e. g., ethnic groups, employees and employers). Perceived imbalances between tourists and residents are expressed in increasing anti-tourism attitudes and tourismphobia within local communities worldwide (Amrhein & Langer, 2026; Milano et al., 2019; Milano et al., 2024). Consequently, questions concerning tourists’ (Bang & Jang, 2025) and destinations’ social carrying capacity (Tokarchuk et al., 2021), social responsibility (Su et al., 2025), tourism acceptance among local communities (Seeler & Eisenstein, 2024), and the quality of life of residents (Ramkissoon, 2023; Reif et al., 2026) as well as tourists (Uysal et al., 2025) have emerged. Hereby, the tourism industry as well as governments bear responsibility for the mitigation of the adverse impacts of tourism, including gentrification and place alienation (Diaz-Parra & Jover, 2021), commodification (Guia, 2021), touristification (Hagemans et al., 2024), and unethical employment practices (Robinson et al., 2019). However, it is evident that consumer behaviour issues, including insatiable consumption (Cozzio et al., 2024; Cozzio et al., 2021) and tourist misbehaviour (Wan et al., 2021) negatively impact reaching (social) sustainability in tourism (Köchling et al., 2023). In this context, both co-creation and reciprocity can be regarded as pivotal elements in achieving a balance between the interactions and needs of the diverse stakeholder groups, thereby enhancing the overall well-being of all parties (Lança et al., 2025; Li et al., 2025).

Consequently, the shift towards socially sustainable tourism in accordance with the United Nations Sustainable Development Goals necessitates radical and systematic transformations within all actors in the tourism system (Lesar & Weaver, 2026). These transformations must encompass a range of considerations, including, among others, degrowth strategies (Butcher, 2021), behaviour change interventions (Alif et al., 2026), fostering mechanisms of reflexivity (Seeler et al., 2021), strategies to empower local communities (Su et al., 2023), place solidarity (Josiassen et al., 2024) sense of place (Guan et al., 2025), inclusion and diversity (Bellucci et al., 2023; Cloquet et al., 2018), as well as the

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development of trustworthy indicators to measure social sustainability and inform destination management (Seeler & Eisenstein, 2024; Uysal et al., 2025). However, with current geopolitical developments, these efforts are challenged (United Nations Department of Economic and Social Affairs, 2025). This makes it all the more important to exchange current research ideas and perspectives among international tourism scholars at this year's CBTS.

In consideration of the aforementioned thoughts, we welcome contributions addressing, among others:

- the multifaceted impact of tourist behaviour on local communities;
- future-oriented perspectives and strategies for fostering socially responsible tourist behaviour (e.g., through reflexivity, transformative experiences);
- tourism acceptance among local communities and the impact on the tourist experience;
- the interactions and needs of residents, tourists and tourism employees;
- the well-being of both residents and tourists as well as tourism employees;
- the interplay of demand- and supply-side transformation to increase social sustainability;
- approaches to operationalising social sustainability in tourism in line with the SDGs;
- etc.

In addition, CBTS 2026 includes an **open track for further current research on consumer behaviour in tourism**. Please indicate in your submission whether you would like it to be considered for the open track.

Submissions may be conceptual as well as methodological and/or empirical in nature, with all accepted contributions presented in an oral format (15 minutes presentation + discussion).

Please submit your abstracts (maximum of 500 words, excluding references) **by 30 April 2026 via mail to cbts2026@fh-westkueste.de**. Abstracts will be reviewed by the Scientific Committee. Authors will receive feedback by **31 May 2026**.

PhD Seminar

CBTS 2026 will also be hosting a PhD seminar on Wednesday, September 16, in the afternoon, prior to the official conference programme. This seminar offers doctoral researchers specialising in consumer behaviour in tourism the chance to present their work and receive feedback from experienced scholars. Participants should be enrolled as doctoral candidates in disciplines such as tourism, leisure, recreation, hospitality, mobilities/transport, social/cultural geography, cultural studies, and related fields. The seminar will provide a forum for discussing the current status of, or an excerpt from, their ongoing doctoral thesis. Accepted submissions will be presented orally (15 minutes), followed by an in-depth discussion and feedback. Additional formats for exchange will also take place.

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Interested PhD students are requested to submit an abstract of their thesis (maximum 500 words, excluding references), indicating in their submission that they wish to be considered for the PhD seminar. The deadlines for submissions and acceptance notifications are the same as for general abstracts. Candidates at all stages of their PhD are welcome to participate. It is noteworthy that contributions from PhD students are permitted to be presented only once, either during the PhD seminar or during the official conference dates. The scientific committee will decide on the acceptance of the submissions.

Keynotes

Two internationally recognised tourism researchers have been confirmed as keynote speakers for CBTS 2026 already:



Alisha Ali is an interdisciplinary researcher specialising in the intersection of sustainability, technology, and education in tourism and hospitality. She is an Associate Professor of Hospitality and Tourism in the Sheffield Business School and the Head of Research Degrees in the College of Social Sciences and Arts at Sheffield Hallam University. She is passionate about bridging the gap between academia and industry through evidence-based solutions and actively mentors early-career researchers and engages in initiatives that promotes inclusivity in higher education.



Florian Kock is Professor of Management and Director of the Center for Tourism and Hospitality Management at the Copenhagen Business School, Denmark. With most of his research drawing on different domains of psychology, he researches behaviour and attitudes in tourism and hospitality for academic and societal impact. He serves as Senior Editor for Tourism Management and is the co-chair of NEST, the Network of Emerging Scholars in Tourism and Hospitality.

Contact

For further inquiries, please contact the organising team (leads: Lisa Naschert, M.Sc. and Prof Anne Köchling) at cbts2026@fh-westkueste.de.

Conference Website

www.di-tourismusforschung.de/en/veranstaltungen/cbts-2026

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