



Call for Chapters

Gastronomy for Tourism Development: Potential of the Western Balkans

Editors

Professor Almir Peštek, PhD
School of Economics and Business in Sarajevo
University of Sarajevo
almir.pestek@efsa.unsa.ba

Ass. Professor Marko Kukanja, PhD
Faculty of Tourism Studies – TURISTICA
University of Primorska
Marko.Kukanja@fts.upr.si

Professor Sanda Renko, PhD
Faculty of Economics and Business
University of Zagreb
srenko@efzg.hr

Although the transition process started in the Balkans some twenty years ago, the whole region is still facing by similar problems of polarisation, un-connectedness and peripherality. While striving to achieve and foster economic growth, social well-being, and sustainable development, all countries in the region heavily rely on tourism sector as their major source of income. Despite the many programs that have been implemented by the EU and other donors related to the economic development of the region, there is a lack of the literature on tourism (especially gastronomy) potentials of the Western Balkans. In this view, the common gastronomic heritage presents a unique opportunity to develop a gastronomic tourism product that goes far beyond the different national identities. Today, several dishes, preparation methods, and service procedures are recognised as the authentic gastronomy of the Balkans presenting a fascinating “melange” of West-European, Mediterranean, and oriental culinary traditions with a special local (Balkan) touch.

Taking into consideration that the Western Balkan countries are following the most tourist developed countries of Central Europe which are nowadays keen to develop authentic and recognisable gastronomic tourism products, this book addresses the growing need for more research and expands the current knowledge base about tourism and gastronomic potentials of the region.

Accordingly, the book can be considered as a theoretical and practical guide towards a gastronomic future for the Western Balkans, showing drivers, potentials and barriers affecting the region in its effort to become a prominent European food destination.

Call for chapters:

The guest editors of this book are seeking contributions in theoretical and practical aspects of gastronomy potentials for tourism development of the Western Balkans region. Accordingly, the book aims to include both empirical research works as well as conceptual pieces covering (but not limited to) to the following topics:

- tourism and gastronomy,
- the role of gastronomy in destination marketing,
- strategies of gastronomy development,
- sustainability in gastronomy,
- authentic food offerings,
- gastronomic specialties and their protection,
- local food production and consumption,
- quality management in gastronomy,
- economic growth, tourism and local food production,
- cooperation between various stakeholders (education, agriculture, tourism, culture),
- Innovation and education in gastronomy.

Submission instructions:

Researchers and practitioners are invited to submit on or before **March 30, 2019**, a chapter proposal of 1,000 to 2,000 words clearly explaining the mission and concerns of his or her proposed chapter. Authors will be notified by **April 15, 2019** about the status of their proposals. Full chapters are expected to be submitted by **August 31, 2019**. All contributions must be lectured. The submitted chapters will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for this project.

Note: There are NO submission or acceptance fees for manuscripts submitted to this book publication. All manuscripts are accepted based on a double-blind peer review editorial process. All proposals should be submitted to marko.kukanja@fts.upr.si

Important Dates:

March 30, 2019: Proposal Submission Deadline

April 15, 2019: Notification of Acceptance

August 31, 2019: Full Chapter Submission

October 15, 2019: Review Results Returned

November 15, 2019: Final Chapter Submission and Acceptance Notification

For additional information don't hesitate to contact the editors.

Manuscript Requirements:

Manuscripts should be original contributions and should not have been previously published nor be currently under consideration for publication elsewhere. Manuscripts should be between 7.000 and 10.000 words (including references and appendices and allowing for figures and tables) and formatted according to the following order (per chapter):

- Title page (Title, Author(s), Affiliations (shipping addresses), Phone numbers, E-mail addresses)
- Running head (up to 65 characters in length)
- Abstract
- Main text; try to subdivide into sections using headings/subheadings
 - Headings of sections and subsections must be short, clearly defined and not numbered
- Acknowledgements
- Appendix
- References: APA 6th Edition is used. Please see the references section below for more detail
- Figures
- Tables

Contracted word count: Keep a check on your word count as the writing process ensues and do note that each illustration or figure taking up half a page in the typeset Work counts as 215 words towards the total.

Abstract

Authors must supply an abstract of maximum 250 words in total. Please provide up to six keywords which encapsulate the principal topics of the chapter.

Figures, Tables and Illustrations

All books are published in black, white and greyscale. Please ensure all tables and figures are created in black and white so you know exactly how they will reproduce on paper. Please also ensure they are clear and legible on half a page of A4 paper.

- Ensure that tables/figures/illustrations are complete with necessary superscripts shown, both next to the relevant items and with the corresponding explanations or levels of significance shown as footnotes in the tables and figures.
- All Figures (charts, diagrams and line drawings) should be submitted electronically.
- Figures should be of clear quality, in black and white and numbered consecutively e.g. Fig. 1, Fig. 2
- If any figure has sub-parts please label as Fig.1a, Fig.1b
- Tables should be numbered consecutively e.g. Table 1, Table 2
- Illustrations should also be submitted electronically. Do not use screen dumps since their resolution is too low.
- Make sure illustrations are clearly labelled (label the illustration with the chapter and figure number).
- Files of illustrations/figures are optional, but will be used if possible. For usable file formats, please note the following:
 1. If the original figure/illustration is created in Photoshop (Halftones – 300/600 dpi, linetone - 600 dpi, Lineart -1000 dpi), send the files in tiff or jpg format.
 2. If the original figure/illustration is created in Adobe Illustrator, send the files in ai, eps, wmf or svg format.
 3. If the original figure/illustration is created in CorelDraw, send the files in cdr, wpg, wmf or cmx format.
 4. If the original figure/illustration is created in Chemdraw, send the files in cdx or chm format.
 5. If the original figure/illustration is created in MS Word or MS Excel or MS Powerpoint, send the files in doc or xls or ppt format respectively.
 6. Electronic figures created in other applications should be copied from the origination software and pasted into a blank MS Word document or saved and imported into a MS Word document; choose “Insert” from the menu bar, “Picture” from the drop-down menu and select “From File ...” to choose the graphic to be imported. Alternatively, electronic figures created in other applications should be exported to PDF format or to any of the formats mentioned in points 1 to 5 above.
- Graphics may be supplied in colour to facilitate their appearance in colour if hosted online but will be printed in black and white. *Note: In general we charge for colour printing. Please consult the Editor or the Publisher.*
- To prepare screenshots, simultaneously press the “Alt” and “Print screen” keys on the keyboard, open a blank Microsoft Word document and simultaneously press “Ctrl” and “V” to paste the image. (Capture all the contents/windows on the computer screen to paste into MS Word, by simultaneously pressing “Ctrl” and “Print screen”.)
- In the text of the chapter the preferred position of all figures/illustrations should be indicated by typing on a separate line the words “Take in Figure (No.)” or “Take in Plate (No.)”. Tables should be typed and included as part of the manuscript. They should not be submitted as graphic elements.
- Supply succinct and clear captions for all tables, figures and plates.

Mathematics Characters

For reasons of conversion it is preferred, albeit not mandatory, that mathematics/linguistic characters in the file are produced through the facilities of the program itself (e.g. the equation editor of MS Word, or LaTeX for maths). If the equations have been produced by making use of some special program other than that used for the body of the text, the conversion to the typesetting system is a more complex matter.

- Equation numbering and citation
Equations are not punctuated.
Eqs. (1) and (2) abbreviated even at start of sentence. All single letter variables and constants are to be made italic. Subscripts and superscripts are roman if they are not variables. To differentiate the vectors and matrices from scalar parameters/variables, please use the following font specification:
 - Vectors: Bold and italics or italics with overhead arrow (e.g., vector \mathbf{x} , $\boldsymbol{\tau}$ or \vec{x} , $\vec{\tau}$)
 - Matrices: Bold and Roman (e.g., matrix \mathbf{A} or \mathbf{A}^T)
 - Scalar variable: Italics (e.g., variable x or y)

Direct Quotations: When quoting, always provide the author, year, and specific page citation or paragraph number for nonpaginated material. Cite the quote source and the page or paragraph number in parentheses at the end of the quotation.

Footnotes and Endnotes

- Footnotes are preferred
- Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive superscript numbers outside punctuations and listed at the end of the chapter
- The use of footnotes or endnotes should be consistently used throughout the book

Appendices

Appendices will be placed at the end of the reference section. The numbering of the figures and tables in the Appendix should be named as A1, A2, A3, etc., even if there is only one Appendix. If a chapter contains 2 appendices, the first appendix should be named as Appendix A and the second appendix should be named as Appendix B. Further, if Appendix A has 3 equations, the equations should be named as A.1, A.2 and A.3.

References

- References to other publications must be in **APA 6th Edition reference style**.
- All references should be supplied as a reference list.
- Citations: For two-authors references, cite both names at every citation in the text. For three to five-author references, cite all authors at the first citation and at subsequent citations, include only the surname of the first author followed by et al. For 6 or more authors, include the surname of the first author followed by et al. for all the citations (see below for exception rules). All parenthetical citations should be in alphabetical order as per the reference list.
- Reference list: Invert all authors' names; give surnames and initials for up to and including seven authors. When authors number eight or more, include the first six authors' names, then insert three ellipsis points, and add the last author's name. For example:
Please provide the references with all the author names as shown in the reference below:
Cooper, M.C., Lambert, D.M., Mooper, A., Pagh, J., Koper, K., Bert, M., Asper, D. & Lagh, T. (1997). Supply Chain Management: More Than a New Name for Logistics. *The International Journal of Logistics Management*, 8, 1–14.
In the page proofs, the above reference will appear as:

Cooper, M.C., Lambert, D.M., Mooper, A., Pagh, J., Koper, K., Bert, M., . . . Lugh, T. (1997). Supply Chain Management: More Than a New Name for Logistics. *The International Journal of Logistics Management*, 8, 1–14.

- For references with the same surname and initials but different first name please provide the first name also as follows:
 - Janet, P. [Paul]. (1876). La notion de la personnalite [The notion of personality]. *Revue Scientifique*, 10, 574–575.
 - Janet, P. [Pierre]. (1906). The pathogenesis of some impulsions. *Journal of Abnormal Psychology*, 1, 1–17.
 - Text citation to be given as follows:
(Paul Janet, 1876)
(Pierre Janet, 1906)
- For references of two or more primary authors with the same surname, include the first author's initials in all text citations, even if the year of publication differs.
 - Light, I. (2006). *Deflecting immigration: Networks, markets, and regulation in Los Angeles*. New York, NY: Russell Sage Foundation.
 - Light, M. A., & Light, I. H. (2008). The geographic expansion of Mexican immigration in the United States and its implications for local law enforcement. *Law Enforcement Executive Forum Journal*, 8, 73–82.
 - Examples of text citation:
Among studies, we review M.A. Light and Light (2008).
I. Light (2006) studies this concept.
- If two references of more than three surnames with the same year shorten to the same form
 - E.g. both Ireys, Chernoff, DeVet, & Kim, 2001, and Ireys, Chernoff, Stein, DeVet, & Silver, 2001 shorten to Ireys et al., 2001
 - Then cite the surnames of the first authors and of as many of the subsequent authors as necessary to distinguish the two references, followed by a comma and et al.:
Ireys, Chernoff, DeVet, et al. (2001) and Ireys, Chernoff, Stein, et al. (2001)
- Books/Reports/DVDs - each reference should include four elements:
 - (1) Author/Editor/Producer (2) Date (3) Title (4) Publication Information
e.g. Smith, M. (2004). *Wrestling with the angel: A life of Janet Frame*. Auckland, New Zealand: Viking.
 - N.B. If the book is available online, a retrieval statement or DOI is required after (3) Title. Exclude (4) Publication Information. See example:
e.g., Schiraldi, G. R. (2001). *The post-traumatic stress disorder sourcebook: A guide to healing, recovery, and growth* [Adobe Digital Editions version]. doi:10.1036/0071393722
Freud, S. (1953). The method of interpreting dreams: An analysis of a specimen dream. In J. Strachey (Ed. & Trans.), *The standard edition of the complete psychological works of Sigmund Freud* (Vol. 4, pp. 96-121). Retrieved from <http://books.google.com/books> (Original work published 1900)
- Periodicals - Items published on a regular basis, such as journals, magazines and newspapers, are known as serials or periodicals. Include the same elements as for a book, but exclude the publication information and add the volume, issue and page number(s) instead:
 - (1) Author(s) (2) Date (3) Title of article (4) Title of Periodical (5) Volume, Issue and Page numbers
e.g. Sainaghi, R. (2003). Strategic position and performance of winter destinations. *Tourism Review*, 63(4), 40–57.
 - N.B. If the article is available online, a retrieval statement or DOI is required after the page numbers. See example.
Herbst-Damm, K. L., & Kulik, J. A. (2005). Volunteer support, marital status, and the survival times of terminally ill patients. *Health Psychology*, 24, 225–229. doi:10.1037/0278-6133.24.2.225

Sillick, T. J., & Schutte, N. S. (2006). Emotional intelligence and self-esteem mediate between perceived early parental love and adult happiness. *E-Journal of Applied Psychology*, 2(2), 38-48. Retrieved from <http://ojs.lib.swin.edu.au/index.php/ejap>

- Webpages (unpublished and informally published work) - Include the same elements as for a book, but exclude the publication information and add a retrieval statement in its place.
 - (1) Author (2) Date (3) Title (4) Retrieval statement
e.g. Statistics New Zealand. (2007).New Zealand in profile 2007. Retrieved from <http://www.stats.govt.nz>
 - N.B. Include a retrieval date if the source material is likely to change over time (Publication Manual, p. 192). See example.
Van Nuys, D. (Producer). (2007, December 19). *Shrink rap radio* [Audio podcast]. Retrieved from <http://www.shrinkrapradio.com/>

For more information you might also see our previous publication(s).

Permissions

Prior to chapter submission, authors should clear permission to use any content that has not been created by them. Failure to do so may lead to lengthy delays in publication. Emerald is unable to publish any copy which has permission pending. The rights Emerald require are:

1. Non-exclusive rights to reproduce the material in the book chapter.
2. Print and electronic rights.
3. Worldwide English language rights.
4. To use the material for the life of the work (i.e. there should be no time restrictions on the re-use of material e.g. a one-year licence).

When reproducing tables, figures or excerpts from another source, it is expected that:

1. Authors obtain the necessary written permission in advance from any third party owners of copyright for the use in print and electronic formats of any of their text, illustrations, graphics, or other material, in their manuscript.
2. Authors obtain any proof of consent statements
3. If an author adapts significantly any material, the author must inform the copyright holder of the original work.
4. Authors must always acknowledge the source in figure captions and refer to the source in the reference list.
5. Authors should not assume that any content which is freely available on the web is free to use. Authors should check the website for details of the copyright holder to seek permission for re-use.

Upon submission, authors should complete the [Permissions Checklist form](#) and attach to the Manuscript Release Form. It is important to think carefully about how much third party material you will include in your manuscript. You will need to clear permission for any third party material you have used that is in copyright. Emerald Publishing **Permissions Guidance for Authors** provide full details of 3rd party permissions guidelines, as well as guidance on what requires permissions clearance and how to request permission.

Please click [here](#) for Emerald's permissions request form. Please complete as much as you can and send to the rights holder or publisher – note that, in a pinch, a simple e-mail from a rights holder will suffice as official permission, so long as the entire e-mail trail is forwarded to the Editor and permission is clearly given. If you are unsure at any point about how to clear permissions, or whether an item needs clearance, do not hesitate to contact the Rights department at permissions@emeraldinsight.com.

Final Submission:

- Once accepted for publication, the final version should be sent to the Editor electronically by email or CD using Word or Rich Text Format, labelled with author name(s); book/volume title; file name. Word is preferred but if not possible, the following are accepted: PDF, Tex, Word perfect.
- Each contributed chapter must be accompanied by a completed and signed **Chapter Copyright Transfer Agreement** available from the Commissioning Editor!
- The author must ensure the final version is complete, grammatically correct and without spelling or typographical errors!
- For edited works, it is important that style, formatting and spelling is consistent throughout.