



## CALL FOR PAPERS

### ADVANCES IN HOSPITALITY AND TOURISM MARKETING AND MANAGEMENT 19 - 24 June 2011, Istanbul, Turkey

We are pleased to announce the *Advances in Hospitality and Tourism Marketing and Management* conference that will be held in Istanbul, Turkey on 19 - 24 June 2011.

The *Advances in Hospitality and Tourism Marketing and Management* conference will provide a unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on hospitality and tourism marketing and management.

We invite submissions that will cover many aspects within the spectrum of hospitality and tourism marketing and management, including but not limited to:

- Hospitality and tourism marketing
- Consumer behavior in hospitality and tourism
- Organizational buying behavior
- Research and innovations in hospitality marketing and management
- Case studies on successful hospitality marketing and management practices
- Hospitality and tourism product development and management
- Hospitality and tourism management
- Hospitality and tourism operations
- Food service marketing and management
- Special interest tourism marketing and management
- Forecasting
- Operational management
- Financial management
- Ethical concerns in marketing and management
- Entrepreneurship
- Small and medium-sized enterprises in tourism and hospitality
- Destination marketing and management
- Future trends in the hospitality and tourism marketing and management.
- Crisis and Tourism
- Health and wellness tourism
- International issues and cross-cultural research
- Hospitality and tourism information systems
- Distribution systems and distribution strategies
- Technology and competitiveness
- Electronic marketing and e-commerce
- Technology and management
- Human Resources
- New theoretical perspectives on Human Resource Management
- Education and training in tourism and hospitality
- Human Resource strategies and operations for tourism and hospitality industry
- Equality, gender and diversity issues in tourism organizations
- Organizational theory and tourism research
- Sustainable Tourism
- Tourism and environment
- Climate change and tourism
- Community involvement in tourism development
- Types of tourism and sustainability
- Tourism and urban planning
- Tourism planning and regional development
- Niche tourism
- Case studies and best practices in tourism governance, policy making and management

Expressions of interest and abstracts of up to 500 words should be sent to Dogan Gursoy (dgursoy@wsu.edu). All submissions will be subject to a double-blind review. Abstracts should include author(s) names, affiliations and contact details.



All accepted papers will be published in the proceedings book (at least one author needs to be registered to the conference by the 15<sup>th</sup> of April). Selected papers will be published in special issues of the following journals:

- Journal of Hospitality Marketing and Management (<http://www.informaworld.com/1936-8631>)
- Journal of Hospitality and Tourism Technology (<http://www.emeraldinsight.com/journals.htm?issn=1757-9880>)
- PASOS Journal of Tourism and Cultural Heritage (<http://www.pasosonline.org>)

### THE VENUE

The conference will be hosted by Bogazici University and Washington State University in Istanbul, Turkey.

The conference will be held in the beautiful historical South Campus of Boğaziçi University, overlooking the Bosphorus and the Hisar Castle. This beautiful scenery will provide the setting for the conference's social program.

### IMPORTANT DATES:

**Abstract Submission:** 15 November 2010  
**Paper submission:** 15 February 2011  
**Early Bird Registration:** 15 March 2011  
**Workshop proposal should be sent to:** dgursoy@wsu.edu

### REGISTRATION FEE:

**Early Bird Registration Fee:** \$295  
**Registration Fee:** \$395  
**Graduate Student Registration Fee:** \$200

### CONFERENCE CHAIRS

Dogan Gursoy  
Washington State University  
School of Hospitality Business Management

Maria Alvarez  
Boğaziçi University  
Department of Tourism Administration

**For inquiries, please contact us at: [trmconference@boun.edu.tr](mailto:trmconference@boun.edu.tr)**

The Conference Coordinator: Maria Alvarez

We look to receiving your proposals and to welcoming you at the *Advances in Hospitality and Tourism Marketing and Management* conference in Istanbul, Turkey!

**To receive the latest conference updates, please subscribe to our listserv at**

**<http://lists.wsu.edu/mailman/listinfo/httrc>**