

Conference on Social Media in Hospitality and Tourism

Conference Organizers: Virginia Tech, College of Charleston, and MCI Innsbruck

Location: Verona, Italy

Event Date: October 21-22, 2011

Paper submission deadline: **March 1, 2011**

Conference website: <http://www.cpe.vt.edu/mpd.htm/socialmedia/index.html>

The Web2.0 medium is having an enormous influence not only in the way hospitality and tourism organizations market themselves, but for researchers themselves. This conference will bring together the leading researchers in the field as well as its most innovative industry leaders to explore opportunities therein.

All manuscripts should be submitted by e-mail as attached "word.doc" files to one of the conference co-chairs listed below. Authors should follow *Journal of Vacation Marketing* formatting guidelines (found at: <http://jvm.sagepub.com/>). Papers should not exceed 25 pages in length including all exhibits and references and should be in English. **400 word abstracts can be submitted for presentation consideration.** Presentations are in English. On the title page, please include the title of the paper, names and affiliations of each author and complete contact information for the corresponding author.

Manuscripts will be blind reviewed. Please do not include any information identifying the author(s) beyond that listed on the title page. All accepted papers and abstracts must have at least one author at the conference to present the research. Any accepted manuscripts not presented at the conference will not appear in the proceedings and will not be considered for inclusion in the Special Issue of the *Journal of Vacation Marketing*.

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