

The 3rd Advances in Hospitality and Tourism Marketing & Management Conference

Call for Papers

(Abstract Submission: 13 January 2013)
(Final Paper Submission: 10 March 2013)

The Grand Hotel
Taipei, Taiwan
25th June - 30th June, 2013

CONFERENCE THEME

The tourism industry contributes to national development and therefore fostering its development is essential. Taiwan's tourism industry continues to flourish. The goal of the conference is to thoroughly examine contemporary hospitality and tourism issues, stimulate dialogue, and develop new perspectives in the field of hospitality and tourism within the globalized environment. Potential authors are cordially invited to submit papers related to, but not restricted to the proposed topics, in accordance with the dates of the call for papers. This year's conference will focus on "Contemporary in Hospitality and Tourism Marketing & Management".

CALL FOR PAPERS

The research track of the conference will be exploring the overall theme of "**Advances in Hospitality and Tourism Marketing & Management**", and will focus on a wide range of topics, including (but not limited to) the following:

- Analyses of environmental, social, cultural economic impacts and technological trends/change
- Case studies on successful leisure/hospitality marketing promotional programs
- Consumer buying/organizational buying behavior and marketing trends
- Assessing the effectiveness of leisure/hospitality marketing efforts
- Leisure/Hospitality product development and management
- Research and innovations in leisure/hospitality marketing
- Development of conceptual models and constructs
- Sociology of food studies and food security and hotel & food service quality engineering
- Market segmentation and management to establish trends or business strategy
- Ethical concerns in marketing and management
- Operational/ Financial/ Marketing management
- International issues and cross-cultural research

- ecotourism, and attraction development
- Leading education and training
- Gambling tourism
- Decision-making processes
- Leisure recreation and sports
- Forecasting

WHO SHOULD ATTEND?

- Academics and educators
- Government/ directors and/or administrators
- Representatives of multi-national organizations
- Marketers in tourism, hospitality and leisure sectors
- Researchers and industry consultants
- Graduate Students

SUBMISSION GUIDELINES

- Abstracts are to be between (**300 & 400 words**, including references) and should be written in English,
- Only abstracts meeting size criteria and submitted in accord with the date for submission will be considered.
- Abstracts must address original research. Writing must be of reasonable quality in terms of English grammar and be such that statements about purpose and methodology are clear.
- Submissions will be **blind-refereed** by **two anonymous reviewers** who will decide if a paper will be requested based on an abstract.
- Acceptance of an abstract does not automatically lead to acceptance of a final paper; following the acceptance of the abstract, the author(s) will be provided with specific guidelines for the submission of a full paper, and then all submitted full papers will be refereed again by at least **two anonymous reviewers** who will decide if the final paper will be accepted.

Please submit abstracts by e-mail (as Word document attachments) to:
ahtmmc13@ncut.edu.tw