



Democritus
University of
Thrace



Alexander
Technological
Institute of
Thessaloniki



Washington
State
University



Research
Institute for
Tourism

CALL FOR PAPERS

FOR THE 2nd INTERNATIONAL SCIENTIFIC CONFERENCE

«Advances in Hospitality and Tourism Marketing & Management»

Grecootel Corfu Imperial Hotel & Resort
Corfu island, Greece 31st May – 3rd June 2012

<http://www.ahtmmc2012.gr>

Conference Information

The 2nd Advances in Hospitality and Tourism Marketing & Management is co-organized by:

- the Department of Tourism Management of the Alexander Technological Institute of Thessaloniki
- the Department of Business Administration of the Democritus University of Thrace
- the School of Hospitality Business Management of the Washington State University
- the Research Institute for Tourism of the Hellenic Chamber of Hoteliers.

The conference will take place at the Grecootel Corfu Imperial hotel, ideally located by a golden beach in a private peninsula at the island of Corfu in Greece. Corfu is an established tourism destination well-known for its cosmopolitan style, rich gastronomic appeal, and vibrant night-life.

This challenging conference includes a state-of-the-art program comprising of: a) a high quality scientific research track with refereed paper presentations, b) cutting-edge keynote speakers and roundtables from the industry, the academia and the public sector, c) an exciting Doctoral Colloquium (PhD workshop), d) unforgettable social activities, including excursions and field tours...

Venue

Dark green cypress trees blend with shining orange and lemon grooves blossoming in the fresh air to give [Corfu](#) that Mediterranean charm. Once, the island was a holiday destination for European Emperors and royalty and is known as the "Princess of the Ionian Sea". Corfu has an immense cultural heritage, exceptionally interesting tourist attractions, matchless coasts of unequalled beauty and important tourist attractions. The special architecture of the old town and the pronounced Venetian elements are impressed in the buildings adorning the city of Corfu; it is a labyrinth of narrow streets paved with cobblestones, sometimes tortuous but colourful and clean. In 2007, Corfu city's old town was designated as a UNESCO World Heritage Site.

[Grecootel Corfu Imperial hotel](#) and resort was once a favoured retreat for golden-era jetsetters and royalty. Now, it is a 5-star island hideaway on the most exclusive peninsula of Corfu. The resort brings back to life the glorious summers of Queen Victoria and Empress Sissy with legendary service for an experience unparalleled in Greece. In 1994 the hotel hosted the European Union Leaders' Summit and on entering the hotel you will understand why it was chosen.

The conference Gala dinner will take place within the Empress Sissy's (Queen Elisabeth of Austria) summer Palace, the well-known [Achillion Palace](#) that is currently a museum; in rare occasions its is being used for formal State functions and receptions.

Conference Theme

Nothing in today's chaotic tourism, travel and hospitality environment stays the same long enough... Exploiting recent marketing and management advances is a significant challenge for all stakeholders in the private or the public sector and has been strongly linked with success. The search for success through exploiting advances in management and marketing is always with us, the world is changing constantly, and the impacts of change are critical for tourism, travel and hospitality. Success may generate even more advances, both at macro-environmental and micro-environmental level. Advances can be small-scale or large-scale. Advances in hospitality, tourism and travel can also be seen as a constant revolution, having an impact on political, social, cultural, technological and economic environments. Any stakeholder, industry practitioner, educator or researcher, is facing questions like:

- How to exploit advances?
- How to shape advances?
- How to manage advances?
- How to optimize advances?
- How to survive with advances?
- How to teach advances?
- How to research advances?

If **you are looking for answers** to these questions, then make sure that you will be in **Corfu island** in Greece for the 2nd Advances in Hospitality and Tourism Marketing & Management Conference in May-June 2012...

If **you think you can provide answers** to the above questions, then, again, you should come to **Corfu island** in Greece and tell us all about it at the 2nd Advances in Hospitality and Tourism Marketing & Management Conference in May-June 2012!

Submission of Abstracts & Final 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:

- Marketing
- Management
- Human Resources
- Education and Training
- Information Technology and e-Business
- Finance & Economics
- Service Quality
- Operations Management
- Tourism Anthropology & Tourism Sociology
- Sports, Events & Leisure
- Catering, Restaurant, Food & Beverage
- Hospitality
- Tourism Planning & Development
- Destination Management
- Regional Development
- Alternative Forms of Tourism
- Impacts of Tourism
- Sustainable Development
- Environmental Issues and Climate Change
- Crisis Management
- Transportation & Travel
- Airlines
- Gastronomy and Wine Tourism
- Heritage and Culture Tourism
- Religious Tourism
- Gay and Lesbian Tourism
- Erasmus-Mundus Research Track

Submitted abstracts (between **250 & 400 words**, plus indicative references) should be relevant with at least one of the conference topics, should be written in English, and should be submitted in time (see below for dates). All contributions must be original and follow academic writing, structure and methodology. Submissions will be **blind-refereed** by at **two anonymous reviewers** who will decide if the proposed abstracts will be accepted or not. 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 or not.

Deadline for submission of abstracts: **16th of October 2011**.

Please submit abstracts by e-mail (as Word document attachments) to: submissions@ahmmmc2012.gr

Conference Proceedings & Publication Opportunities

All accepted final papers will be included in the official conference **proceedings**. The proceedings will be published professionally in electronic form (CD and/or USB flash stick) and/or print form, and will have an ISBN; the conference proceedings will be available for distribution during the conference. Each registered conference delegate will receive one free copy of the official conference proceedings.

Authors of selected conference papers that: a) provide a solid and critical review of literature; b) motivate the importance/contribution of the research; c) demonstrate the use of a valid and reliable methodology; d) have clear research objectives and adequate originality, and e) include a discussion of managerial and/or theoretical implications, will have the opportunity to submit and publish their work at *special issues* of a number of international *refereed journals*. Each special issue will focus on a *different theme* and it will be directly related with one of the various *Conference Tracks* (for more information about the Conference Tracks or topics, please see above the "Submission of Abstracts and Final Papers" section). These special issues will be published in the following prestigious journals:

- **Managing Service Quality** (ISI-Thompson-SSCI, SCImago Journal Rank, Scopus, SNIP, ABS, ABDC) [more ...](#)
- **Computers in Human Behavior** (ISI-Thompson-SSCI, SCImago Journal Rank, Scopus, SNIP, ABS, ABDC) [more ...](#)
- **Electronic Commerce Research & Applications** (ISI-Thompson-SSCI, SCImago Journal Rank, Scopus, SNIP, ABS, ABDC) [more ...](#)
- **Journal of Organisational and End User Computing** (ISI-Thompson-SSCI, SCImago Journal Rank, Scopus, SNIP, ABS, ABDC) [more ...](#)
- **Journal of Hospitality Marketing and Management** (SCImago Journal Rank, Scopus, SNIP, ABS, ABDC, ELMARK-AMA) [more ...](#)
- **Journal of Quality Assurance in Hospitality and Tourism** (SCImago Journal Rank, Scopus, SNIP, ABS, ABDC) [more ...](#)
- **Tourism: An International Interdisciplinary Journal** (SCImago Journal Rank, Scopus, SNIP, EconLit, ABDC) [more ...](#)
- **International Journal of Sport Management and Marketing** (SCImago Journal Rank, Scopus, SNIP, ABS, ABDC) [more ...](#)
- **Journal of Ecotourism** (SCImago Journal Rank, Scopus, SNIP, ABS, ABDC) [more ...](#)
- **Tourismos** (SCImago Journal Rank, Scopus, SNIP, DOAJ, ABDC) [more ...](#)
- **International Journal of Internet Marketing and Advertising** (SCImago Journal Rank, Scopus, SNIP, ABS) [more ...](#)
- **Tourism Analysis** (ABS, ABDC, CIRET, CABI) [more ...](#)
- **Tourism Review International** (ABS, ABDC, CIRET, CABI) [more...](#)
- **International Journal of Tourism Anthropology** (ABDC, CIRET, CABI) [more ...](#)
- **Journal of Heritage Tourism** (ABDC, CIRET, CABI) [more ...](#)
- **Acta Turistica** (EconLit, JEL, ABDC, CIRET) [more ...](#)
- **International Journal of Leisure and Tourism Marketing** (Scirus, ABDC, CIRET) [more ...](#)
- **Journal of Tourism and Cultural Heritage** (ABDC, DOAJ, CIRET, CABI) [more ...](#)
- **UTMS Journal of Economics** (DOAJ, EconPapers, CIRET) [more ...](#)
- **Journal of Travel and Tourism Research** (ABDC, CIRET, CABI) [more ...](#)

Important Dates

Submission of Abstracts (250 to 400 words, plus indicative references):	16 th of October 2011
Evaluation of abstracts and communication with authors:	26 th of October 2011
Submission of final papers (full papers)*	22 nd of January 2012
Evaluation of final papers and communication with authors:	5 th of February 2012

* Authors of accepted abstracts will be informed about the submission specifications/guidelines for the full papers. Only papers presented at the conference will be included in the conference proceedings and will be considered for inclusion in the journals' special issues.

Submission Information & Further Details

Please submit abstracts by e-mail (as Word document attachments) to: submissions@ahtmmc2012.gr

For information regarding general conference information, registrations, fees, conference program, and venue, please contact with the Manager of the Conference Secretariat, Dr. Chryssoula Chatzigeorgiou. Phone and fax: +30-2310-214807, E-mail: info@ahtmmc2012.gr

For more information, please visit the conference website at: <http://www.ahtmmc2012.gr>

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